

The NATIONAL UNDERWRITER

Life Insurance Edition

**"See that your agent is corrected*
... he's pushing contracts
which sound fantastic"**

Mr. LeRoy Radloff, General Agent
Franklin Life Insurance Company
Wausau, Wisconsin

Dear Mr. Radloff:

I have learned that one of your agents is pushing three contracts which sound fantastic. One is a six year annuity, one a 20 pay life, the other a juvenile plan.

After checking everything I have available, the statements he made concerning these plans do not sound possible, and from my knowledge of insurance are, I believe, mathematically impossible. So I thought you would like to see that your agent is corrected if the statements are not true.

Sincerely,
(Name Withheld)
Agency Manager

THE FRANKLIN LIFE INSURANCE COMPANY
SPRINGFIELD, ILLINOIS

Mr. (Name Withheld)
Agency Manager

Dear Mr. (Name Withheld):

Thank you for your interesting letter. You will be surprised to learn that every statement made by our agent about our exclusive contracts is 100% correct. The Juvenile Contract is sold exactly in the manner explained to you. We also have a 20 pay life which pays the principal sum plus all deposits in event of death before the policy is paid up. We also have the six year annuity which you described.

Sometime when you are in Wausau I would appreciate meeting you.

Cordially,

LeRoy Radloff
General Agent

* Excerpts from
correspondence
in our files.



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

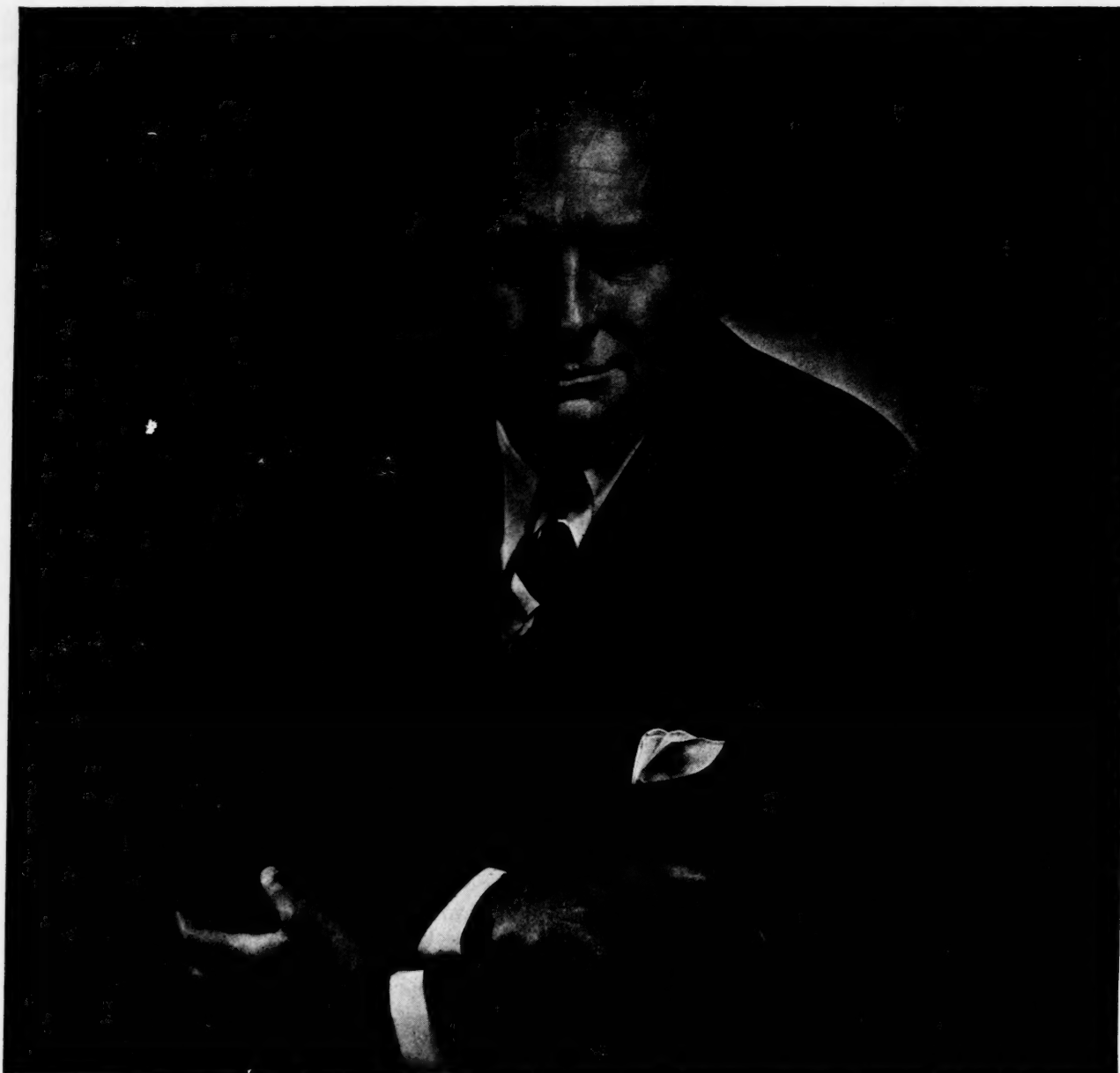
DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over \$700,000,000.00 insurance in force.

FRIDAY, SEPTEMBER 9, 1949

A NORTHWESTERN MUTUAL POLICYHOLDER for over 20 years. Mr. Taylor today owns 6 policies with this company



"With life insurance there's no waiting to have an estate"

A statement directed particularly to young family men, by **REESE H. TAYLOR**

President, Union Oil Company of California

TO many, an 'estate' seems a far-off goal which can be reached only through decades of work, thrift and good fortune.

"But actually—and this will never cease to be an exciting thought to me—a man may *instantly* create a worthwhile estate for the protection of his family.

"Life insurance, of course, is the answer. Literally, by the stroke of a pen and the payment of small amounts out of regular earnings, there can be achieved a degree of

family security that would otherwise be extremely difficult.

"I like to stress this point of view with young men especially. Because once they grasp it, it usually makes their insurance planning more effective.

"They choose with greater care both the company and the representative who will assist them in building their estates. And they take pride in making those estates grow through a real *program* of life insurance."

HOW THE NORTHWESTERN MUTUAL AGENT PREPARES TO SOLVE YOUR PROBLEMS

BY character, ability, and training, Northwestern Mutual agents are well qualified. Many of them—a greater proportion than in any other company—have earned the coveted designation of Chartered Life Underwriter.

Why have such men chosen to represent Northwestern Mutual? Because this company has over 90 years' experience, it is one of the six largest, it accepts applications only through its own agents . . . and it offers significant advantages to policyholders, including low net cost.

The calibre of its agents is one reason nearly half this company's new life insurance is issued to present policyholders.

For a thorough review of your life insurance program, you will do well to call upon a Northwestern Mutual Agent.

The NORTHWESTERN MUTUAL Life Insurance Company

MILWAUKEE, WISCONSIN

APPEARING IN: TIME, SEPT. 19; SATURDAY EVENING POST, OCT. 1

THE NATIONAL UNDERWRITER Life Insurance Edition. Published weekly by The National Underwriter Company, Office of Publication, 175 W. Jackson Blvd., Chicago, Ill., U. S. A. 53rd year. No. 56, Friday, September 9, 1949. \$5.00 per year (Canada \$6.00). 20 cents per copy. Entered as second-class matter June 9, 1900, at the post office at Chicago, Ill., under Act of March 3, 1879.

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Mary Donlon Cites Role of Insurance in Social Services

N. Y. Law Supplies Pattern for Private Cover at State Level

ST. LOUIS — The preservation of our free way of life may well be hanging in the balance in connection with the development of social insurance and the scales will finally be tipped on one side or the other by the way private insurance meets the new challenge to provide and service social insurance for millions of American workers and their employees. This message was given at the insurance law section meeting of American Bar Assn. here by Mary Donlon, chairman of New York state workmen's compensation board.

The speaker made a personal survey aided by colleagues of social insurance in Europe this summer. She observed that social insurances are here to stay and from foreign experience the U. S. can learn much that is helpful in formulating its own programs. She said that economic conditions in Europe are not favorable to the attainment of individual economic security. This is not entirely a postwar phenomenon. The downward of European economy has, for at least 50 years, been creating problems that made inevitable political pressure for social insurance programs. What is now happening is an accelerated decline in European economy, resulting in still greater political pressures for social insurance. Thus the programs providing reimbursement for the cost of medical care or sickness benefits or both for employed persons are now being expanded to include also the dependents of employees, or as in England, the entire population. The needs test as a limitation on the right to receive social insurance benefits is being eliminated. Pressure is on everywhere to increase benefit rates.

None Favors Retrenchment

Although there will be some brake applied to costs, she predicted there will be more, not less, social insurance in Europe. No one of importance in England is standing up today to be counted for the curtailment of social insurance, she said. There is no voice in western Europe, however conservative, advocating retrenchment in the basic social services.

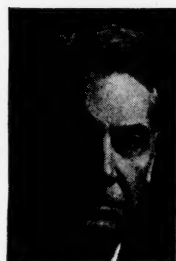
Economic conditions in the U. S. are more favorable than in Europe and, therefore, there is some time lag here in the pressures for social insurance programs. Nevertheless, social and political trends are in the same direction. The next depression, or indeed any significant business depression, will accelerate the social and political movement for expansion of our social insurances. Planning here must be on the premise that we, too, shall have more, not less, of social insurances. The question is, what kind of program shall we favor? Can private insurance be trusted or must we look to a government insurance monopoly? Are employers and employees able to work out common problems together with the role of government limited to setting standards and policing performance? Or must government itself take over the whole job of collecting taxes with one hand and

(CONTINUED ON PAGE 15)

John Handy Heads Bar Association Insurance Section

ST. LOUIS—The 500 members of the insurance section of American Bar Assn. at the closing session of their annual meeting Wednesday elected the following officers:

Chairman, John F. Handy, general counsel of Massachusetts Mutual Life;



John F. Handy



Ralph H. Kastner

first vice-chairman, Joseph W. Henderson, Philadelphia, a past president of American Bar Assn.; second vice-chairman, Franklyn J. Marryott, general counsel Liberty Mutual, and secretary, Ralph H. Kastner, associate general counsel American Life Convention, who was reelected.

Elected council members were Cecil C. Fraizer of Lincoln, general counsel H. & A. Underwriters Conference; F. Roland Allaben, Grand Rapids, Walter A. Mansfield, Detroit, and Welcome D. Pierson, Oklahoma City.

The section voted for a resolution declaring its opposition to socialized medicine and socialized medical and accident insurance. This resolution will be referred to the American Bar Association's house of delegates.

Senator Kem Speaks

U. S. Senator Kem of Missouri warned the members of the insurance section at the opening session Monday, of the dangers of the welfare state.

The opening remarks were given by Henry W. Nichols, of National Surety, the general chairman.

The address of welcome was by Superintendent Jackson of Missouri and the response by Thomas Watters, Jr., of New York. Then came the stirring talk by Senator Kem.

The closing feature at this session was an address by Mary Donlon, Chairman of the New York state workmen's compensation board on "Non-Occupational Disability Benefits."

On Tuesday there was a breakfast sponsored by the committee on health and accident insurance law and life insurance law. Then there was a series of round tables on various phases of insurance.

The banquet was held Tuesday preceded by a reception.

At the final session Wednesday, there were addresses by Commissioner Allyn, of Connecticut, and former Commissioner David S. Butler of West Virginia.

Daniel J. Reidy, general counsel of Guardian Life, spoke on "Problems of Apportionment of Estate Taxes Under State Statutes," before the real property, probate and trust law section.

Roker to American United

American United Life has opened a Tampa, Fla., branch with John F. Roker as agency manager. Mr. Roker has been active in insurance for 20 years. Recently he has been Florida manager of Liberty Life of South Carolina.

By-Law Change Would Give NALU Council Final Say

Assuming the adoption of a by-law change which appears to be widely acceptable to the membership, the National Assn. of Life Underwriters at its meeting next week in Cincinnati will elect its new officers and trustees through the national council rather than by action of the convention itself.

The change will merely be following what has become the practice in recent years. As the national council has grown in numbers and importance it has actually become more representative of the membership than the convention body. The convention delegates have merely ratified the actions of the national council but so long as the by-laws remained as they were there was a possibility of political maneuvering that could thwart the will of the association by upsetting in the convention assembled what had been done by the national council. There has been less danger of this in the last few years, following passage of a by-law change which made it necessary to have 50 associations represented, rather than 10 as previously, to constitute a quorum. This lessened the possibility that a small but well-organized bloc could push through a project that the majority would have opposed had they time to get organized.

Was Some Objection

The Cincinnati program calls for a business meeting of the convention at 2 p.m. Wednesday, after which the national council will reconvene. At this convention session the delegates will act on the by-law change. Then, at the final session of the national council Friday afternoon the council's action will be sufficient to elect the officers and trustees. Without the by-law change it would be necessary, as in the past, to have the convention vote on the council's actions to make them effective.

A while back there was some objection to the plan of giving the power to the national council, on the ground that doing so would deny to the larger associations the proportional representation advantage which they had under the convention delegate plan. However, the numerical superiority in delegates proved not to amount to much, as the big associations rarely had enough members attending to fill their quota of delegates. Besides, the big city associations tended to wield their influence through having effective leaders in the National association rather than by the numbers of their ballots.

Gregg Returns to Phila.

Dr. David W. Gregg, who became assistant professor of insurance at Ohio State University a year ago, has resigned and will return to Philadelphia to become assistant dean of American College of Life Underwriters. Three Columbus insurance men will carry on his work at the university the coming year. They are: Fritz A. Lichtenberg, Jr., Massachusetts Mutual, life insurance; Stanley W. Schellenger, Buckeye Union Casualty, casualty insurance; Edward B. Hatch, Jr., Lauterbach & Eilber agency, fire and inland marine insurance.

The graduate level work in insurance will be conducted by Dr. Edison L. Bowers, chairman of the department of economics, in the life and social insurance areas, and by Prof. J. Wayne Ley, assistant dean of the college, in the casualty and fire insurance fields.

G. A. White, Benner, Hogg on A.L.C. Convention Program

Canadian Publisher Also to Address General Ses- sions; Agency Card Given

George A. White, president State Mutual Life; H. Napier Moore, editorial director McLean-Hunter Publishing Co., Toronto; Claude L. Benner, president Continental American Life, and Robert L. Hogg, executive vice-president and general counsel American Life Convention, will address the general sessions of the annual meeting of the A.L.C.

Speakers previously announced are Commissioner Forbes of Michigan, president of the National Assn. of Insurance Commissioners; Dr. Francis P. Gaines, president Washington and Lee University; J. Howard Oden, president of North American Reassurance; and W. E. Bixby, president of A.L.C. and of Kansas City Life.

The complete program for the meeting, to be held at the Edgewater Beach hotel, Chicago, October 4-7, is expected to be announced soon.

Agency Section Program

D. Gordon Hunter, chairman of the Agency Section, has announced the program for the section's annual meeting Oct. 4.

Colonel Hunter, vice-president and agency manager of Phoenix Mutual Life will preside and will lead off with his remarks as chairman.

Speakers will include John Marshall Holcombe, Jr., managing director L.I.-A.M.A.; Clifford H. Orr, general agent at Philadelphia of National Life of Vermont on "The Mighty Mo"; Edmund L. G. Zalinski, managing director Life Underwriter Training Council, who will report on "L. U. T. C. as an Aid to Company Training"; and Thomas R. Reid, chairman personnel policy board, national military establishment.

Advance registrations for the A.L.C. gathering and its sections are already well in excess of previous years, indicating that this year's meeting will be one of the largest ever held.

A.M.A. Conferences Set

The insurance division of American Management Assn. will hold its annual conference Dec. 15-16 at the Drake hotel, Chicago. The spring meeting will be at the Hotel Statler, New York, May 22-24, 1950. In the annual report of the association, just released, it is stated that management is focusing its attention on certain specific objectives, including "adjusting insurance coverages in the light of changing taxes, profits, policy provisions and values, with special attention to employee benefits."

N. J. TDB Private Plan Totals

Private plans under the New Jersey TDB law now total 15,094, covering 823,037 employees. This includes 649,647 workers in 14,294 plans underwritten by insurance companies, together with 142 self-insured, 319 under union agreement and 339 existing plans (in effect prior to June 1, 1948).

"No Secrets" in Life Investments, Allyn Tells Lawyers

ST. LOUIS—There are no secrets about life company investments, Commissioner Allyn of Connecticut, vice-president of the National Assn. of Insurance Commissioners, told the insurance law section of the American Bar Assn. There is, he said, a wealth of information as to the securities in which life companies invest their policyholders' money and this information is available to and may be studied by all interested parties who care to take the trouble to go to the office of the insurance commissioner of any state in which the company is doing business.

Commissioner Allyn explained at considerable length the detailed requirements in connection with annual statements and periodic examinations, which enable supervisory authorities to maintain a constant check on the investments of life companies.

Discussing housing Allyn said that there has been public clamor for life companies to invest their funds in housing projects and that a few companies have so invested their funds on a basis which indicates that these projects are sound investments with safety of principal and a fair rate of return, but that policyholders should not be expected to subsidize housing for the benefit of the public. If there is to be any subsidy, the general public and not the policyholders of a particular company should pay the bill, he declared.

Defends Private Placements

Regarding private placements Allyn said the method of purchasing securities has no direct bearing on the worth of the securities and that there is nothing inherently wrong with the so-called private placements from the standpoint of either the insurance company or the borrower. He said he was not questioning the propriety or impropriety of the so-called private placement method of financing as it is a matter of broad public policy in the investment field. He said that when and if investors generally are denied the right to purchase securities privately, that is the proper time to deny this right to life companies. He pointed out that the N.A.I.C. had recently taken action which will assure adequate valuation of these securities.

Allyn said that it seems to distress some people that the policyholders have been able to accumulate almost \$60 billion of security for themselves, but to him it was most gratifying. He said that life insurance "is sound security, built upon confidence and individual effort and thrift, and its inviolability must be unquestioned. Sound management and effective supervision have developed the life insurance business in the United States into the greatest bulwark of safety that the world has ever seen. It is true democracy in the finest sense."

Must Not Undermine Confidence

"This structure of confidence must not be undermined by the refurbished 'isms' of Europe masquerading as 'liberal' thought," Allyn warned. "How can anyone believe that the age-old tools of tyranny can be used to improve the economic or moral status of an American citizen free to make his own decisions and free to improve his station in life if he wants to work hard enough—and, may I add, free to invest his savings in future security without fear of confiscation by the iron hand of the welfare, or

slave state. An attack upon the insurance business, which is beyond any other the people's business, is an attack upon the economic foundations of this country."

Nat'l of Vt. Names Keve as Agents' Training Chief

Kirtland J. Keve has been appointed director of agents' training of National Life of Vermont. His promotion follows the appointment of J. Edward Deutsch, assistant superintendent of agencies, as general agent in Rochester, N. Y. Mr. Deutsch also was director of agents' training.

Mr. Keve has been actively engaged with Mr. Deutsch in conducting the home office training schools. A graduate of the school, Mr. Keve began his home office duties as Mr. Deutsch's assistant last March.

Mr. Keve received his education at Brown University and New York law school. For 10 years he practiced law in New York. He handled a great amount of estate work and had considerable experience in the drafting of buy and sell agreements.

After army service Mr. Keve in 1946 entered life insurance as an agent of Home Life of New York, doing considerable work in its training schools. He also taught in the agents' training course conducted by the New York City Life Underwriters Assn. In 1948 he joined National Life's Bender agency in New York City as an agent.

Nenninger Joins Fern

Fred S. Fern, general agent at Newark for National Life of Vermont, has appointed Harold G. Nenninger as brokerage manager. He was formerly supervisor, then brokerage manager, of the Newark agency of Connecticut Mutual for about 10 years.

Weidenborner Honored on 25th Guardian Anniversary

Officers of Guardian Life honored Agency Vice-president Frank F. Weidenborner at a luncheon on his 25th anniversary with the company. They presented him a traveling bag. President James A. McLain presided.

After several years of successful selling experience, Mr. Weidenborner joined Guardian as an agency assistant. In 1930 he became superintendent of agencies and agency vice president in 1940. Introduction of Guardian's "graph-estate" programming plan and the adoption of a salary plan for new agents occurred during his period of service.

Mr. Weidenborner was also guest of honor at a surprise party given by all members of the agency department. The staff presented him a handsome pair of silver cuff-links.



F. F. Weidenborner

Washington Natl. Appoints Anchor Agency for A. & H.

Anchor Agency of Chicago has been named general agent for Washington National for all types of A. & H. This represents a departure from Washington National's traditional operation. These coverages were heretofore available only through agents of the company and may now be sold by brokers for the first time.

The Anchor A. & H. department will be managed by Kenneth Ramsey who has been with Washington National in Chicago since 1936 and in the business since 1932.

500 Franklin Life Men on Hand for Statue Unveiling

SPRINGFIELD, ILL.—More than 500 managers, general agents, and agents of Franklin Life arrived here Wednesday for the unveiling Thursday of the Benjamin Franklin statue in Franklin Life's courtyard and the sales congress Wednesday at which nationally known insurance leaders were to speak.

Highlights of the unveiling program are the address by Alben W. Barkley, Vice-president of the United States, the unveiling of the statue by Franklin's president, Charles E. Becker, and Miss Ann Otway Byrd Castle, great-great-great-great-granddaughter of Benjamin Franklin; and the presentation of the Franklin flag to the company by the Franklin Institute of Philadelphia. The flag differs from the present one in that its 13 stripes are red, white and blue and its stars have seven points instead of five.

Wohlreich, Dickstein Top Crown Life Producers, Made 1949 Club Presidents

Crown Life's top producers for its 1949 club year were A. J. Wohlreich, general agent at Newark, who was elected president of the agents' section and M. Dickstein, president of New Jersey Life Associates of Newark, who was elected president of the managers' section.

Harry Herlich, also of Newark, was elected third vice-president of the agents' section. This is the 16th time in 20 years that Mr. Herlich has been a club officer. Though in his first year with the company, J. H. Clements qualified as the fourth leader from New Jersey.

Mr. Dickstein has been with the company for over 20 years and manages both the Montreal and New Jersey Life Associates agencies. His two agencies had a combined club year production of \$15 million. This is the 11th time he has served as either president or vice-president of the managers' section.

Mr. Wohlreich is the first New Jersey agent to win presidency of that section of the club. His club year production makes him eligible for membership in the Million Dollar Round Table. An insurance lecturer at Rutgers University, Mr. Wohlreich was the first Newark agent to qualify for the C.P.C.U. designation.

The vice-president's cup for having the highest percentage of quota was won by New Jersey Life Associates. H. R. Stephenson, vice-president and managing director of the company, will represent the home office at a dinner to be held at Newark during which the awards will be made.

Rosenbaum Heads Brooklyn Branch of N. Y. City Assn.

The board of the Brooklyn branch of the New York City Life Underwriters Assn. has elected Edward L. Rosenbaum, general agent Mutual Benefit Life, chairman. Mr. Rosenbaum has been in the business for 20 years and was president and a founder of the Brooklyn Life Supervisors Assn.

The board drew up a tentative schedule of activities for the coming season. On Oct. 20 the film "For Some Must Watch" will be shown and John Cashmore, borough president of Brooklyn, will speak. Ralph Engelsman, New York City general agent of Penn Mutual, will tell why the agent is in the life insurance business. In November a meeting on non-occupational disability benefits has been scheduled and in January the branch's first annual sales congress will be held.



Congratulations, NALU

It is appropriate that as the National Association of Life Underwriters prepares to convene in Cincinnati, Commonwealth restates its policy toward Association membership generally, and to re-emphasize its wholehearted endorsement and support of the N.A.L.U.

Commonwealth believes that the N.A.L.U. is one of the highly constructive forces in our business. Commonwealth believes that the man who belongs to the N.A.L.U., and who participates in Association activities, both gives and gains—he gives little and gains much. Therefore, Commonwealth unequivocally recommends N.A.L.U. membership to every one of its agents.

Insurance In Force — August 1, 1949 — \$417,587,168

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE

Conservatives Gain in Industrial Agents' Union Fight

Smearing Tactics of UOPWA Seen Disapproved

The leftist union swing of industrial agents evidenced in 1947-48 by the election victories of the United Office & Professional Workers of America, CIO, appears, over-all, to have stopped. Conservatives, represented by the National Federation of Insurance Agents' Council, AFL and by "no-union," made significant increases in summer election returns. It appears unlikely, however, that there ever will be a complete national turnabout to the "no-union" viewpoint. The consensus is that the unionization of industrial agents, begun in 1938, is here to stay.

Metropolitan, Prudential and John Hancock agents are the primary participants in the never-ending unionization fight.

The UOPWA admits in its official publication that the past months have seen it lose ground. Summarizing the period, the union says "we have had a serious setback in the Prudential; we are still carrying on the fight in Metropolitan with our union strong in the major areas, despite some losses; in Hancock we have the best contracts and largest union membership in our history; and we have renewed many contracts in other insurance companies with good gains."

Present Union Alignment

Some observers feel that agents have turned away from the UOPWA not because they liked any other union or "no-union" more but because they began to like UOPWA less. The union position in the three companies at present is about as follows:

Prudential—The AFL union won the election in July and is the bargaining agent for industrial agents on a 31-state basis. The UOPWA is out of the picture for some time and won't be able to make another challenge for at least a year. This was UOPWA's greatest loss.

Metropolitan—In the recent election UOPWA won in greater New York and in New Jersey. "No-union" won in Illinois, Michigan, and Indiana. In Connecticut a run-off will be required between AFL and "no-union," UOPWA having placed third. In Massachusetts and Pennsylvania, UOPWA trailed "no-union" but will participate in a run-off, as neither had a majority. In Ohio, UOPWA led "no-union" but a run-off will be required there as in Rhode Island, where UOPWA and "no-union" were about even. In Wisconsin and Minnesota the company has a contract with the International Union of Life Insurance Agents, an independent union regarded as conservative. In Iowa an election is taking place, the contestants being the IULIA and "no-union." In Maryland, the company has a contract with the AFL. The over-all status of unions in this company will not be clear until the run-off elections have been completed.

John Hancock—UOPWA represents all industrial agents in the company under a contract which does not expire until 1951. During negotiations the company said that it would institute a union shop if 75% of the agents voted for it. About 70% voted for the union shop, not enough to fulfill the 75% requirement. In this company, the

(CONTINUED ON PAGE 10)

General American Names White at Chillicothe, Mo.

Lee S. White has been appointed general agent of a newly formed agency of General American Life at Chillicothe, Mo. Mr. White is an alumnus of Missouri Teachers College and University of Missouri. He has been an agent of Penn Mutual since entering the insurance business in 1946. Before that he was for six years director of athletics at Chillicothe Business College and Missouri Teachers. He is vice-president of the Chillicothe Rotary club.



Lee S. White

Life Institute Cited in Newspaper "Blue Book"

The Institute of Life Insurance won special acclaim from the newspapers of the United States and Canada this week with the inclusion of its 1948-1949 campaign in the new edition of the "Blue Book of Newspaper Advertising," published annually by the bureau of advertising, American Newspaper Publishers Assn.

Southwestern Shifts Three

Ramon Dale, Southwestern Life agency supervisor, Austin, Tex., has been promoted to agency manager at Beaumont. He succeeds Orville G. Rowland, who has been transferred to San Antonio as manager. Paul C. Creamer, who has been manager at San Antonio for 20 years, will go to the home office.

Home Life of N. Y. Ups Booher, Barton, Nelson

Home Life of New York has opened new agencies in St. Paul and Boston. C. L. Booher, for two years Home Life's Minneapolis manager, becomes manager at Boston. This is the second Boston agency.

H. M. Barton, assistant manager of the Klein agency at Chicago, succeeds Mr. Booher at Minneapolis.

V. L. Nelson formerly assistant manager at Minneapolis, becomes manager at St. Paul.

Mr. Booher entered life insurance at Boston in 1937 and a year and a half later was appointed assistant manager. He went to Baltimore as manager in 1944. In 1947 he was transferred to Minneapolis as manager.

Mr. Barton joined the Klein agency in 1945 and a year later was appointed assistant manager.

Mr. Nelson joined Home Life in 1944 and was appointed assistant manager at Minneapolis in 1947.

Humphrey New Sales Head

Millard Humphrey has been appointed general sales manager for Commercial Life and Commercial Benefit. A graduate of Abilene Christian College, Mr. Humphrey has been in the life and A. & H. field since 1935.

Paul S. Mills has been appointed supervisor of the O'Neal agency of Great-West Life at Indianapolis. He is a graduate of Indiana State Teachers College and holds the degree of master of education from Harvard.

M. A. Nation, Jr. has been appointed brokerage manager of the Milton agency of Postal Life at New York City. He entered insurance in 1946 and soon after became a general agent at St. Paul.

Mr. Nation joined the agency in June of this year. He attended the University of Minnesota and is a navy veteran.

Fraternal Actuarial Program is Given

The Fraternal Actuarial Assn. will meet at Washington Sept. 27 in connection with the National Fraternal Congress convention.

Papers to be presented are "Periodical Operating Reports" by Richard E. Henne, associate actuary Gleaner Life; "Federal Social Security Legislation," by Robert J. Myers, chief actuary social security administration; and "Accumulation of Surplus under CSO Mortality Table," by John Gall, administrative assistant, actuarial department Aid Assn. for Lutherans.

There will also be a discussion of previously reported papers: "Multiple Decrements in the Determination of Monetary Values," "Expense Limitations in Fraternal Societies as per Section 461a New York Law," and "Some Commutation Columns for Monthly and Continuous Payments and their Application to Valuation Procedures."

Thomas Bowles, Jr., Bowles, Andrews & Towne, consulting actuaries, will speak informally.

Industry to Eye Future of Welfare Programs

NEW YORK—Among the subjects on the program of the conference of the personnel division of the American Management Assn. here Sept. 26-28 are pensions and state disability laws. A panel on pensions under Chairman John S. Bugas of the Ford Motor Co. will discuss possible effects of a decline in company revenue on financing welfare plans and possible ways of meeting the contingency; should welfare benefits be financed by the company or the government; will they be limited to industries fortunate enough to be able to afford them; should plans be contributory or non-contributory; what are the criteria for setting equitable pension remuneration for past service, and how can the company welfare program best be tied in to state and federal legislation? On the panel are Philip D. Bradley, consulting economist, Cambridge, Mass.; W. G. Caples, manager of industrial relations, Inland Steel Co.; Harry Kranz, New Jersey State CIO Council, and Murray Latimer, economist, Washington.

Richard E. Chislet, II, Standard Oil of New Jersey, will discuss the effect of state disability laws on company operated plans. There will be a discussion on the practical effects of state disability laws on employer companies and the anticipation of the coming pattern of social insurance.

In New Agency



K. H. Curle



R. W. Powers

Robert W. Powers and Kenneth H. Curle, whose appointments as manager and assistant manager, respectively, of Connecticut General in St. Louis were reported in last week's issue of THE NATIONAL UNDERWRITER, are opening a new branch office. Mr. Powers has been with the company in Philadelphia and at the home office. Mr. Curle has been in the Minneapolis office since 1945, the last two years as assistant manager.

John A. Stevenson

March 1, 1886 — August 31, 1949

Ninth President of

THE PENN MUTUAL LIFE INSURANCE COMPANY

January 11, 1939 — August 31, 1949

His career was marked with friendly understanding, penetrating insight and a broad philosophy of service. Possessing genuine love of people and a keen interest in the affairs of his state and nation, he gave liberally of his great energies and his seemingly unlimited capacity to the work of civic, welfare and business organizations.

Trend Is to Cover All Air Travel for Transportation

ST. LOUIS—The present tendency in cases where an exclusion rider is used in connection with a currently issued policy is to insure all bona fide passengers flying merely for transportation, whether on scheduled airlines or not, said James E. Hoskins, actuary of Travelers, at the aviation insurance law round table of the insurance law section of the American Bar Assn. In such cases, the coverage is usually defined, not by excluding all aviation and then making an exception, but by defining directly the aviation risks which are excluded, Mr. Hoskins said. He mentioned that the law of Minnesota requires that approximately this coverage be given, and its courts have declared that exclusions which restrict more than is permitted are invalid even as to that part which is lawful.

Mr. Hoskins said there is some difficulty about defining the term "scheduled" and cases have been lost because the company failed to bear the burden of proving that the fatal flight was not scheduled. The question how a given civil flight could be proved not to have been scheduled is not answered by any reported case. Although the word "scheduled" is used in civil air regulations to distinguish a class of air carriers, it is not defined there. At one time the word was defined indirectly by an economic regulation of the civil aeronautics board which stated the conditions under which an operation would be deemed to be non-scheduled. In an amendment of this regulation, however, the passage in question was deleted.

Violation Wouldn't Void Coverage

If an unauthorized carrier should make a schedule flight in violation of the law, and if death should result to a passenger holding a life insurance policy with an exclusion clause of the type under discussion, the company would probably be bound to pay the face amount regardless of the legality of the flight. Such circumstances are probably not frequent enough to cause the companies concern, however, Mr. Hoskins observed.

Mr. Hoskins made it clear that aviation is not a major problem in connection with life insurance policies, nor does it involve any unusual principles in underwriting. Discussing how long aviation will continue to present special problems for life insurance, Mr. Hoskins said flying will come to be taken as a matter of course, like driving a car, through two developments, flying may grow safer and it may grow more common. Pilots are charged an extra premium not because they are subject to a risk, but because they are subject to an unusual risk. They are charged for the excess of their hazard over that of the average man. There is some hazard to driving a car, but it is a hazard to which nearly everyone is subject. Hence, it is included in the standard premium rate.

See Lower Accident Rate

If and when flying becomes equally general, the standard life insurance rate will allow for it. If the hazard of aviation should continue unchanged, this would mean an increase in the average man's rate to what pilots now pay. It is more likely, however, that a combination of government regulation, improved aircraft, and pilot education and training will by that time bring

the accident rate down so that little or no increase over the present standard premiums will be required, Mr. Hoskins said.

Magazine Article Depicts Widows' Money Problems

This month's issue of Harper's Magazine contains an article describing the problems facing the nation's widows, most of whom lack adequate support. The article, entitled "Widows and the Perilous Years," shows that war widows have received an average of \$6,000 in National Service life benefits, while the average straight life policy benefit is \$2,150. This discounts the thousands of industrial policies which cover burial expenses alone. The article stresses the importance of this problem, since many of the widows are totally unprepared and unable to adjust themselves to the idea of depending on their own resources.

New Ark. License Supervisor

Commissioner Graves of Arkansas has appointed Ector Johnson, Jr., of Little Rock as supervisor of the licensing division. A new index system for licensing of agents is being set up by the division.

International and National Leaders Pay Tribute to Stevenson

PHILADELPHIA—Among the tributes addressed to Mrs. Stevenson on the death of John A. Stevenson, president of Penn Mutual, were these four telegrams:

"I learn with great regret of the passing of my friend John Stevenson. He was a devoted American citizen. Words are wholly futile but you will know that all your many friends grieve with you over this irreparable loss. Herbert Hoover."

"May I, on behalf of the United Nations, to the service of which your husband was a faithful contributor, convey our deepest sympathy in your great loss. Trygve Lie, secretary general United Nations."

"The news of the untimely passing of your husband comes to me as a great shock. His whole service including his recent outstanding contribution to the international civil service advisory board of United Nations will long be remembered with pride. We here feel a deep sense of personal loss. You have our deepest sympathy. Byron Price, assistant secretary general, United Nations."

"Distressed to read the news of your

distinguished husband's death. As president of Peabody College I shall miss him as an able trustee but even more as a personal friend of rare attractiveness and unselfishness. Henry H. Hill, president George Peabody college for teachers."

J. Burton Webster, Jr., to Liberty Life Home Office

J. Burton Webster, Jr., former supervisor of the J. Burton Webster agency of Penn Mutual in Jacksonville, Fla., has joined Liberty Life as home office supervisor. He started in life insurance in 1936 as an agent for Prudential. Later he became assistant manager but resigned on his return from the service to join his father's agency in Jacksonville.

Mr. Webster has served as a director in the Jacksonville Life Underwriters Assn. and as vice-president and secretary-treasurer of the Florida C.L.U.



J. B. Webster, Jr.

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Clapp Tells Advantages of Disclaiming Proceeds Under Marital Deduction

ST. LOUIS—A matter to which relatively little attention appears as yet to have been given is the situation where, after the insured's death, it may be to the advantage of his surviving wife to disclaim all interest in life insurance proceeds payable to her on a basis qualifying for marital deduction in the insured's estate, said Harrison B. Clapp, assistant secretary, Massachusetts Mutual Life, in the round table discussion of the American Bar Assn.'s committee on A. & H. and life insurance law at the insurance section meeting.



H. B. Clapp

Mr. Clapp said that if between the time the policies were so arranged as to qualify and the insured's death, the wife received substantial inheritances of her own, it might quite possibly be to her advantage taxwise and to the insured's estate as well, considering the two estates together, for no marital deduction whatsoever to be claimed in the first estate, or for only a portion of the allowable marital deduction to be taken. In other situations, if more non-probate property was qualified for marital deduction than can be utilized in claiming the maximum allowable deduction, and a "formula" bequest is not being used, the over-all advantage in both estates might be best served by elimination of some marital deduction property in the first estate, even though the maximum allowable deduction is to be claimed.

Generally, the decision for or against claiming the marital deduction or for qualifying non-probate property must be made prior to death. When the decision to qualify is once made, and the property remains qualified up to the husband's death, whatever adverse tax effects the qualification may produce in the wife's estate follow automatically, even though the amount qualified exceeds the allowable marital deduction in the husband's estate.

Provisions of Code
The disclaimer provisions of the internal revenue code and regulations offer perhaps the only method of deferring, until after the husband's death, the decision as to whether or not a marital deduction is to be taken in the husband's estate. Except for the tax "formula" type of bequest, these provisions also offer perhaps the only method of deferring, until after the husband's death, decision as to how much non-probate property is to be qualified.

By a "complete and unqualified refusal to accept the rights to which one is entitled," in the words of the Senate report, the surviving wife may preclude allowance of marital deduction in her husband's estate on otherwise qualified property and prevent the property disclaimed from becoming exposed to tax in her own estate. The regulations specifically contemplate a situation where the wife refuses insurance proceeds which consequently pass to an alternative beneficiary designated by the deceased insured. The regulations further indicate clearly that in such a situation the marital deduction in the insured's estate is not allowed as to the proceeds disclaimed. In certain instances of the types described, such a disclaimer may offer a useful means by which the wife may divert to contingent beneficiaries named in the policy insurance otherwise "passing" to her. This would be particularly important if such a complete disclaimer does not give rise to gift tax. It is of course true that the wife's disclaimer of insurance proceeds would not accomplish the desired result where the husband's will established the amount of the marital deduction bequest

by a "tax formula" clause since this is what might be called an automatically self-adjusting clause, said Mr. Clapp. In such a case, if she were to disclaim the proceeds of a particular policy, probate property would take up the slack in making up the marital deduction. Where the "formula" bequest is not used, however, and by no means all draftsmen use

such a clause, there would be no automatic adjustment.

Should disclaimer by the wife be desirable, the wife's disclaimer of all or part of her rights under her husband's will would of course not affect property "passing" to her outside the will. As to life insurance proceeds payable to her under settlement option where "spendthrift" clauses are present, it is extremely doubtful whether she could effectively disclaim by the "complete and unqualified refusal" required by the language of the Senate report, unless the insured had specifically granted to her the right so to disclaim. The cus-

tomary "spendthrift" clause contains a specific prohibition against alienation.

Whether life companies generally will be willing to incorporate, at the insured's request, a clause permitting such disclaimer by the wife to whom proceeds are payable under a settlement option remains to be seen, Mr. Clapp stated. If such a clause should be permitted, administrative necessities would probably require the inclusion of language permitting the wife to disclaim only before she had filed claim.

Language would also doubtless be necessary indicating clearly that the

(CONTINUED ON PAGE 15)



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Industry Scandal May Mean Federal Regulation: Downey

The future state regulation of insurance depends on whether the states perform a consistently good job and keep the industry free from scandal, Commissioner Downey of California warned in his address before Oregon Assn. of Insurance Agents at Portland. Mr. Downey cited numerous examples to prove his contention that the government has taken up regulation of other industries almost entirely because conditions within those industries were alarming to the public, either because the states had provided for no regulation at all, or the laws on the books were being enforced improperly. He recalled that if the "blue sky" laws of the various states had been adequately enforced in the 1920s, there would probably have been no securities exchange act.

There is little demand in the Congress for government control of insurance, Mr. Downey said. There is a small group agitating to this end, but their

cries will not attract sufficient interest unless a scandal exists in the business. He observed that if the industry desires to remain under state supervision, it must improve the standards of that supervision.

A step in this direction was taken, he remarked, when the industry backed legislation in Massachusetts, Connecticut, New York, New Jersey and Pennsylvania, allowing the setting up of an adequate valuation of securities section of the National Assn. of Insurance Commissioners. Mr. Downey had several recommendations as to how state supervision might be improved. He urged that financial standards for insurance companies be reappraised and increased where found wanting. Many states have statutes providing for minimum capital and surplus requirements that are insufficient in the light of present conditions. An adequate minimum capital of 15 years ago is not adequate today under a debased currency. Mr. Downey warned that if the laws are not changed, with the downturn of the economic cycle there will be a scandal similar to that surrounding state banking in the 1930s, which came about in large measure due to inadequate financing of banks, particularly those operating under state

charters from states maintaining lax banking laws.

He urged that the examination function of the states be strengthened, and recommended the merit system as the only means by which every state might be assured of good examiners. This involves a civil service arrangement which is to be preferred over a system which gives an examiner a job on the basis of whether he is a deserving Democrat or a staunch Republican, he said.

The industry must see to it that the insurance departments are provided with proper technical help. The merit system should apply to all the subordinate positions in a department, Mr. Downey said, always providing that the civil service laws give the appointing authority sufficient power so that a sound day's work and proper conduct can be required.

Sound Reinsurance Needed

He also urged that reinsurance laws be enacted to keep the use of reinsurance on a sound basis and forbid the use of doubtful reinsurance "for the purpose of dressing up financial statements."

The industry must insist that insurance laws are properly administered, and should aid in studying the laws with a view to keeping them up to date. He

admonished the industry to see that states abolish restrictive and retaliatory laws, noting that legislation favoring special interests can only eventually create public indignation.

Proper and fair qualification laws should be enacted and enforced to raise the standard of sales. It is essential that laws require that a man be of good character to engage in selling insurance. Mr. Downey warned against regulations designed to limit the number of agents, brokers, or other salesmen, warning that they strike at the heart of the competitive system. He declared that agents and brokers are the best qualified groups to insist upon and obtain sound regulation of insurance. The agents can make themselves heard in state legislative halls because collectively they know all of the legislators.

J. L. Livingston Franklin's Western Mich. Manager

J. Leslie Livingston, for the past 23 years general agent in Grand Rapids for Franklin Life, has been promoted to regional sales director in western Michigan.



J. L. Livingston

Throughout his association with that company he has ranked among its leading personal producers. Prior to devoting the greater part of his time to organizational work, he had established a record of more than 20 years of continuous membership in the Appa-Week club, and is a life member of the Michigan Life Leaders.

Mr. Livingston is a C.L.U. and is a past president of the Michigan Life Underwriters Assn., Grand Rapids Managers Assn., and Grand Rapids Life Underwriters Assn.

Stotz Agency Banquet Marks Year's Achievements

The Grand Rapids agency of Mutual Benefit Life, headed by Raleigh R. Stotz, will hold its annual meeting and banquet Sept. 10. President John S. Thompson will be on hand to make the many awards to be presented at the meeting. Dr. J. Randolph Beard Jr., medical director, will be the other home office representative.

The annual meeting this year is in recognition of the winning of the new organization award and being a runner-up for the president's trophy. While the agency is rated 24th among Mutual Benefit agencies as to the buying power of the territory served, it was first in the ratio of sales to sales potential. Also, during last year the agency led in lives. Three Grand Rapids agents qualified for the Squab Club, the first-year-agent production group. They are J. F. Bond, J. B. Elwood and K. W. Brewster. A. H. Kollenberg, John D. Hibbard and Glenn Riffenberg qualified for the Million Dollar Round Table.

Pearl Heads Pennsylvania Life Advertising Dept.

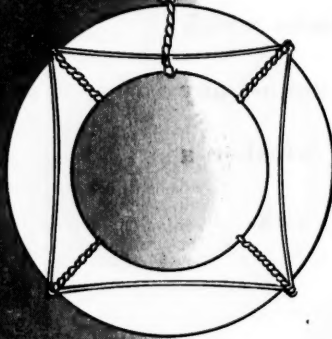
Pennsylvania Life, Health & Accident has appointed H. B. Pearl to head the newly created advertising and public relations department. It will handle magazine and newspaper advertising campaigns, sales literature, sales promotional material, and the enlarged monthly house organ, the "Pennsylvania Expander."

Mr. Pearl is a former Hearst editor, and columnist and editor with Miami "Daily News." He operated an advertising and public relations office in Miami Beach. He is the author of "Dumbo, the Flying Elephant," which was the source of Walt Disney's feature cartoon movie "Dumbo."

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OBSERVATIONS

Selling To Actors

Though there are some producers who succeed while specializing in sales direct to stage, radio, and movie personnel in New York and Hollywood, other alert agents have not been excluded entirely from that lucrative market. They have found that they can sell these luminaries by prospecting through their business managers who handle the more prosaic details of life such as buying insurance. One industrial agent in New York City in the last week of August made a \$100,000 sale to a well known radio personality. The entire transaction was handled through the business manager.

Looking Behind the Figures

Sales of ordinary by industrial agents are running about equal in volume to last year. There was some thought that the late spring and summer slump would be reflected immediately in that line which picked up considerably during the war when money was a lot freer than it is now. The industrial men also seem to be doing well in their efforts to get and keep premium collections on a monthly instead of a weekly basis.

The wage earner is still making good money and the slump, which was somewhat sporadic in its effect, seems already to have been stopped in many areas. Executives thought last spring that surrenders and lapses would soon increase. They didn't and now it doesn't look as if they are going to for the next couple of months anyhow. "No one seems to know what will happen in the late winter," one sales executive said, "but our research men don't feel too pessimistic."

Some ordinary companies were off on a monthly comparison basis with 1948 for the first few months of this year because of the CSO bulge early last year. The monthly figures for the last few months show some companies up, and others down, with nothing to explain why. "The trouble with monthly figures," one official said, "is that they can be distorted so easily. One company may have a tremendous month and cancel out the results of 10 companies who don't do so well. In our own company the figures for June and July are out of line on a comparative basis. Last year we took many of our best agents away to conventions, half in June, and half in July. Naturally production was down then. This year we changed the dates of the conventions and figures for one month look bad compared with last year, and for the other month they look very good. Over-all, the production is about the same as last year and,

considering everything, that's pretty good."

Veterans' Housing Developments

Agents prospecting and selling in veterans' housing projects feel that they have a potentially fine market which, though not too good now, will improve considerably in a few years. Many of the couples are newly married and much of their earnings goes into furniture payments, automobile purchases, etc. Only occasionally do they feel able to increase their life insurance beyond the N.S.L.I. or group they have. As the furniture, car, or television bills decrease and more children arrive, experience shows they take their responsibilities more seriously and do something about insurance.

For these reasons agents who have spent time prospecting in Metropolitan Life's Stuyvesant Town and Peter Cooper Village on New York City's east side, where about 11,250 families live, say that the result of moving such a large number of medium income families into a district that formerly was slums has not increased production as much as they thought it would.

Many of the veterans who live there have retained their N.S.L.I. or, if not, the principal result of the agents' visits has been the reinstatement or conversion of N.S.L.I. This makes lots of friends for the agents but doesn't produce much business. In the long run however, they expect to be able to capitalize on their good deeds. They believe that the market will improve in quality each year as the young men move along to higher positions and earn higher incomes. "The problem then will be to catch them before they move out into the suburbs and buy a house," one agent said.

An industrial agent whose debit includes the area says that he has had good luck selling industrial policies on wives and children. Most of these are on a monthly rather than a weekly premium basis.

The banks were quick to realize what an influx of 11,000 families and some 30,000 people would do to the economic life of the area. At least one savings bank in the area has sent direct mail sales literature on savings bank life insurance to every family in the development.

Hearing Supervisor Named

RALEIGH, N. C.—Baxter Durham, with Atlantic Life here since 1945, has been appointed by Commissioner Cheek as general supervisor of public hearings, a new post authorized by the act which requires public hearings on proposed

changes in insurance rates. He also will assist in handling complaints.

Mr. Durham formerly served as state auditor and as secretary of the teachers and state employees retirement system.

Bay; Francis Quade, Wausau, and Harry Bronson, Madison, general agents.

Lectures on Trusts, Estates

University College of Washington University, St. Louis, has announced a series of lectures and discussions on trusts, estates, and their administration for laymen to be conducted for 16 Tuesday evenings beginning Sept. 27. Clarence D. Cowdery, vice-president, Boatmen's National Bank, active in St. Louis Life Insurance & Trust Council since its formation, will be the lecturer.

Wis. General Agents Confer

Wisconsin general agents of Massachusetts Protective and Paul Revere Life held a two-day sales congress at Milwaukee, conducted by H. J. Schaffer, superintendent of agencies, and Howard Greenwood, field supervisor. Agency problems were discussed with Lester Ellis, Milwaukee; Alfred Rackow, Green



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Louis G. Rude, Newark

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EDITORIAL COMMENT

World-Wide Objection to Success

THE NATIONAL UNDERWRITER is pleased to devote its editorial page this week to reproduction of the following editorial from the "Review" of London of Aug. 5, which illuminates dangerous parallels in the United States and Britain.

It is not without significance that at the same time that the labor party in Britain is developing its attack upon industrial assurance and through it upon other branches of a business which has been outstandingly successful, and has done an immense amount of good to commerce and industry the world over, an attack upon insurance launched in the first place against life insurance is developing in the United States.

That this is no exaggeration of what is thought in America of the situation which seems to be developing there is evident from the many references to it reported in American papers. Thus, A. L. Kirkpatrick, manager of the United States Chamber of Commerce insurance department, has been reported as saying that in Washington there is evidence of a world-wide movement of this kind in the activities of pressure groups "seeking some special advantage" through a "questioning attack" upon every successful institution. The whole philosophy of industrial management, he is reported to have said, was being challenged by labor unions demanding that they be given a larger voice in management. Taxes were being used as a means of social reforms and the amount of business profits was being seriously challenged. In this general stirring-up the insurance business was being called up to defend its conduct and the proposed investigation into life assurance associated with the names of Senator McCarran and Representative Celler was part of this general movement.

Joseph F. Matthai, vice-president of the United States Fidelity & Guaranty, speaking about the same time and referring to the proposed investigation, is reported to have said that although it was ostensibly limited to life assurance it was impossible for any one element of the business to isolate itself and that they were "all in it together." It was essential they should work together.

Claris Adams, president of the Ohio State Life, speaking on the same subject, is reported to have said that just 10 years ago life assurance in the United States was subjected to a thorough inquiry which covered every conceivable phase of its operations but did not reveal the slightest vestige of monopoly

nor the abuse of economic power. The situation has not changed since then and a new enquiry would result in developing precisely the same facts. As president of a moderate-sized company, he could testify that in no field of private enterprise did smaller units compete with such evident equality. There was no economic area in which competition was keener, yet the smaller companies were growing more rapidly, proportionately, than the larger ones. Referring to the insurance commissioners of the various states and the periodical inspection of offices carried out by them, Mr. Adams said that the states had 48 policemen on the insurance beat. It was quite unnecessary for a congressional committee to spend \$100,000 and the better part of a year in order to get at facts that were readily available. All that was necessary was to call a dozen of the insurance commissioners of the various states together to learn all the facts about any phase of company operations. However, when an institution became large and successful there were those who suspected that it must be bad.

T. I. Parkinson, president of the Equitable Life Assurance Society, is reported to have said that if the proposed investigation was serious and honest it would do the business no harm, but if it were not serious and honest he would make its investigators sorry they started it. Referring to agitation to prevent the sale of security issues direct to life offices, he said that the only objection that could be raised to the practice was that it gave the life offices undue economic power which, he said, was as silly as anything that could well be suggested.

There is more than enough in this to show that the situation in the United States has many points of similarity with that in Britain. Under the cloak that efficiency and the interests of policyholders are the aims in view, an attack on the business is developing which is really part of a much wider movement having other motives altogether. The fact that a business is large and successful under private enterprise is an affront.

In the United States the general movement has not yet progressed as far as it has here. No one, to the best of our knowledge, has openly advocated an attack on life insurance as a first step towards labor's gaining economic and

financial control of the country, as has happened here. While the idea is evidently being put about that the life officers by control of their funds exercise undue economic power, it has not yet, so far as we are aware, been suggested that the business should be taken over by the state so that this economic power should be in state hands, ostensibly for the benefit of the nation at large, but actually to strengthen labor's hand politically. No one yet has dared to advocate that all political parties other than their own should be suppressed, as has happened here, but the situations are sufficiently alike to suggest that they are the same thing in different stages of development.

Indeed, the open way in which such ideas have been spoken of in Britain recently is quite surprising. While many are known to give the labor party credit for such intentions, the disadvantage to the party in their being publicly advocated is so obvious that it is astonishing that it has not been prevented.

Even so, the trouble is that, judged by standards which have come to be accepted as a matter of course in Britain, these ideas are so fantastic that few people have yet begun to take them seriously. Brendan Bracken did well, therefore, when speaking recently at Dumbarton, to point out that in helping themselves to the assets of the insurance offices the government were hoping to put a Trojan horse into every large, well-managed business in the country. Probably the full significance of this remark has not been widely appreciated. What it means is that if the government were to secure control of insurance funds it would come into possession of the shareholdings of individual insurance offices in many industrial and commercial concerns, and by combining holdings, which individually are relatively small, it would obtain very large voting power in these concerns, enough, perhaps, in many cases to give it a controlling interest. In this way nationalization on a wide scale would be effected before the country realized what was happening.

It may safely be assumed that collectively the insurance offices are quite alive to this possibility and that they are giving it their attention, but it is to be noted that it is not mentioned in

the pamphlet recently issued by the British Insurance Assn., which confines itself to pointing out that the entire business of insurance is affected by labor's proposals, that the proposals are calculated to do great harm to business abroad with consequent loss of vitally important foreign earnings; that they would result in grave diminution of the savings effected by life insurance at home, of such tremendous importance to the nation's economy, and would convert "a thriving organization, which is the greatest single factor in national thrift among the masses in this country, into a bureaucratic institution, bereft of competition . . . an institution which would rapidly deteriorate and diminish, becoming first unprofitable to the policyholders, and later, even a burden on the taxpayer."

The omission of all mention in the B.I.A. pamphlet of the danger of sub rosa nationalization contained in labor's proposals is, we think, much to be regretted. It would seem that there is still a disinclination on the part of many insurance interests to mention anything which can be said to have a political flavor. But whatever may have been true earlier, the present proposals with regard to the industrial life offices are purely political, the party's suggestions that they are intended to benefit policyholders being a very thin disguise for what lies underneath. It is essential that the people of this country should be made to see the proposals for what they really are, and if insurance is not going to undertake the task of enlightening them, who is? The alternative presumably is the politicians. It is certain, however, that whatever politicians may say will be discounted, to some extent at least, by the obvious fact that they have their own axes to grind. It is true, of course, that the same applies in some measure to insurance offices, where pronouncements on this subject cannot be expected to be disinterested. Largely as the result of restraint practised in the past, however, there is a dignity attaching to insurance. It would seem that the time has come to make full use of it.

Industrial offices here and there seem to have been giving a lead in this direction. It is to be hoped that it will be followed with all the collective force the business can muster.

PERSONAL SIDE OF THE BUSINESS

A. C. Krauel, Los Angeles general agent for Pacific Mutual Life, is the commerce and industry division chairman for the Community Chest.

Eugene Shaffer, manager of Prudential's district office at Newark, has

completed 35 years of service. He has been Newark manager since 1935.

Glenn E. Carter, assistant vice-president of Bank of America and a man who has numerous insurance associations, was the director of a documentary

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film on the history and progress of California that is tied in with the California Centennial. This has been released by the "March of Time" and is being run at the Roxy Theater at New York. Mr. Carter for 12 years was assistant editor of "Pacific Northwest Underwriter."

George A. Smith, president of the Church of Latter Day Saints and president of Beneficial Life, dedicated a new Mormon church at St. Louis Sunday. Mr. Smith, a leader in Boy Scout affairs for many years, also conferred with Walter W. Head, president of General American Life, former president of the Boy Scout Council.

Stuart A. Monroe, who recently was appointed associate general agent of the Huber agency of Mutual Benefit Life at New York City, was honored at a luncheon given by Mr. Huber and other members of the agency.

W. W. Jackson, administrative vice-president of American Hospital & Life, delivered the baccalaureate address at Trinity University, San Antonio.

Davis E. Harris, Northwestern Mutual Life, Des Moines, has established a record of 1,000 weeks of consecutive production. Beginning with his ninth month with the company, more than 19 years ago, he has written at least one application every week, with a total of 1,810 lives for nearly \$3½ million. He has been a member of Northwestern Mutual's 4-L Club since its inception in 1932, paying for four or more lives a month for 204 months. He also has qualified 12 times for Northwestern's Marathon Club by paying for 100 or more lives in a year.

DEATHS

Harry E. Shubart, who operated a public relations firm at Denver, died. He handled publicity for the Denver Life Underwriters Assn. and was a correspondent for THE NATIONAL UNDERWRITER. Mrs. Shubart will continue the firm's work.

Frank P. Dearing, Sr., who was Florida manager for Mutual Life until his retirement about 10 years ago, died in a hospital at Bats Cave, N. C., following several years of ill health.

Shirley D. Gover, 52, manager of the Louisville office of the Kentucky insurance department, died of a heart attack. He entered the insurance business shortly after graduating from Transylvania College and for about 20 years was with Travelers, at

Louisville, Richmond and Los Angeles. Mr. Gover returned to Louisville in 1941 and joined the insurance department.

Frank B. Charlton, 53, manager of farm loans for Bankers Life of Iowa, since 1941, died in Des Moines of a heart ailment. He joined Bankers Life in 1932. Prior to that he had operated a grain elevator and managed farms at Rolfe, Ia. He attended the State University of Iowa.

George A. Morse, 75, for 47 years with the Summers agency of New England Mutual at Boston, died from a heart attack. For a number of years he served as brokerage manager.

Charles A. Banks, 59, assistant manager of the securities department of Jefferson Standard Life, died suddenly of a heart attack in Kansas City, while on a business trip. He had been with Jefferson Standard for 10 years. Before that he was in the real estate business in Greensboro, N. C.

Walter S. Sullivan, 83, retired vice-president of Mutual Life, died at Ellinwood, N. J. He started with the New York "Times" as reporter, managed the "American Economist," became advertising manager of the "Times" and in 1902 joined Mutual Life as advertising manager. He became purchasing agent and an officer of the company. He retired in 1939.

John F. Tenney, 68, of the Vanderbilt agency of New York Life in New York City, died in a hospital there. He was with the company 20 years.

Cornelius J. Mahoney, 84, in the general insurance business at Erie, Pa., for many years before his retirement, died at Branchville, Pa.

W. A. Orband to Binghamton as Eastern's General Agent

William A. Orband has been appointed general agent for Eastern Life at Binghamton N. Y. Mr. Orband entered the insurance business in 1947. He attended Saint Bonaventure College and Syracuse University.



W. A. Orband

Louis A. Buenz has been appointed as assistant manager of Mutual Life at Des Moines.

Insuromedic Life Buys New Home Office Building

Insuromedic Life has purchased a two-story building at Dallas which will be used as its home office. The purchase was in line with an expansion program which also includes the opening of a branch office in Houston. The company will occupy the \$200,000 building by the end of the year.

Bockel Brokerage Manager

E. Clare Weber, general agent New England Mutual, Cleveland, has appointed Alan Bockel as brokerage manager. Mr. Bockel has had several years of experience as a personal producer. He is a graduate of Heidelberg College.

Lowell Roberts has been promoted to assistant manager of John Hancock's Indianapolis district office. He joined the company in 1946 as a district agent.

Zellerbach Paper Co. has sold to Mutual Life its new one-story steel and concrete distribution plant and office in Sacramento. The property has been leased back to the seller for a long term.

NALU Attendance at Least 2,250, Says General Chairman

CINCINNATI — Advance registration for the National Assn. of Life Underwriters annual convention here next week indicates a minimum attendance of 2,250, according to W. Henry Blohm, Provident Mutual, general chairman. A dress rehearsal with all committees attending was held here this week with M. L. Hoffman of the National association staff present. Mrs. R. D. Ross, Jr., has been appointed chairman of the women's activity committee, which will have headquarters on the Hotel Gibson ballroom floor. Arrangements include a coffee hour at 11:30 Wednesday morning in the Gibson, a fashion show at 2 that afternoon and a sightseeing trip Friday afternoon.

Davis Leads Phoenix

The New York City agency managed by S. P. Davis led all Phoenix Mutual agencies in production for August. This was the third out of the last four months that the agency has been the leading producer.



Entering Four New States!

General Agencies Available!

A wonderful opportunity awaits capable insurance men to develop business in Michigan, Colorado, Oregon and Washington.

**How a Former Policeman Replaced His Star with a Bigger One—
The "IOWAY" of Reaching for
And Attaining STARDOM**

An ex-policeman, turned insurance star, knows law and ORDER. This Iowa man converts personality, study of the business and persistency to SALES. To show his appreciation to the company on a recent drive, he made a special effort and sold \$40,660 the first day. On one *Miracle Letter* lead he collected premiums amounting to \$1,100. He wrote:

“In following up some *Miracle Leads* I ran across a man interested in an income contract. He had been considering one with five other insurance men (at least the lead gave me a chance to compete!) To make a long story short, despite some tough competition, I sold him \$10,000, thanks to the helpful material you people had previously furnished me. I then sold him an extra \$10,000 plus \$2,500 on a son and expect to sell \$2,500 more on each of three other children. Yes—
all this business from a simple *Miracle Lead*!”

NAME ON REQUEST

You, Too, May Become a Star!

HERE'S HOW: Write us for information about our special insurance package, sales aids, company, and general agencies still available. Tell us about yourself! All correspondence confidential.

HUGH D. HART, Vice-President and Director of Agencies

Illinois Bankers Life Assurance Co.

MONMOUTH, ILLINOIS



“THE HAPPIEST INSURANCE FAMILY IN AMERICA”



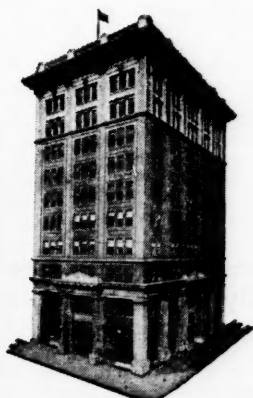
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of service

**ATLANTIC LIFE
INSURANCE COMPANY**

Richmond, Virginia



A **Progressive
Agency Minded Company**



NEWS OF LIFE COMPANIES

Northwestern Mutual Names Policyholders' Committee

Members of the examining committee of policyholders of Northwestern Mutual Life for 1949-50 have been named.

They are Dr. G. J. Esselen, president, Esselen Research Corp., Boston; W. J. Grede, president, Grede Foundation, Milwaukee; E. P. Kelly, president, Peaslee Gaulbert Paint & Varnish Co., Louisville; A. K. Mitchell, president, T. E. Mitchell & Son, Albert, N. Mex.; and W. P. Knowles, attorney, New Richmond, Wis., and a member of the Wisconsin senate.

Pioneer Mutual to Enlarge Home Office Building

Pioneer Mutual will add four stories to its three-story home office building at Fargo, N. D. Construction will begin early next spring. The additional floors will be erected in Georgian style to conform with the present structure, which was erected in 1926.

The company, formerly the A.O.U.W.

fraternal, will occupy about 1½ floors of the new space. Other business concerns will take up the remainder.

Great-West Opens Group Claims Office at Chicago

Great-West Life took another step in decentralizing group claims administration with the opening of a claims payment office at Chicago with Fred Rumpf as manager. It will handle group claims for Illinois, Missouri, Indiana, Ohio, Michigan, Kentucky and Iowa.

Group claims administrations is now divided into five territories with payments being made from Winnipeg, Montreal, Philadelphia, Los Angeles and Chicago.

Work Starts on Empire's New Home Office Building

Work will begin on Empire L. & A.'s new \$750,000 home office building. The structure will be three stories high and will have an Indiana limestone ex-

terior. Plans include an auditorium seating 275 persons and a parking lot. Completion is expected by next summer.

Address Union Mutual School

K. C. Coombs, social security manager and Richard M. Baker, accountant, both of Portland, Me., were speakers at the fourth advanced programming school of Union Mutual Life. The school, under the direction of John R. Carnochan, assistant director of agencies and director of training, also had as speakers R. E. Irish, president; Robert C. Russ, director of agencies; Fred T. Jordan, manager home office agency; and Frank B. Maxim, agency secretary.

Am. Gen'l Passes \$100 Million Mark

American General Life has passed the \$100 million mark in the amount of insurance which it has in force.

Manhattan Life Extends Non-Medical Privileges

Manhattan Life has extended to all agents the privilege of writing up to \$5,000 of any type policy on a non-medical basis on both men and women.

Waiver of premium, which has been included in all standard policies since Jan. 1, 1948, will be in all standard issues on the non-medical basis.

15 Named to National Life Top Production Club

Fifteen leading agents of National Life of Vermont became members of the Agents Executive Council, top production organization.

L. J. Blair, New York City, was the number one producer and automatically becomes president. Other officers are F. T. Fenn, Jr., vice-president, Hartford; and R. O. Bickel, secretary, Cedar Rapids.

The other members are R. H. Sponberg, Minneapolis; E. P. Ripley, Roanoke; N. C. Croonquist, Minneapolis; J. W. Carrothers, San Francisco; S. R. Heller, Roanoke; T. M. Schriber, New Canaan, Conn.; M. W. Title, Hartford; E. M. Cavaney, Manchester, N. H.; C. G. Raymond, Seattle; J. T. Wolf, Los Angeles; R. K. Wahl, San Francisco; and H. E. DeLisser, New York City.

C.L.U. Classes at S. F.

Arrangements have been completed with the extension division of University of California by the San Francisco C.L.U. chapter for classes to qualify candidates for the designation to start in October.

An organization meeting of candidates is planned for Sept. 19.

POLICIES

Fidelity Broadens Non-Medical Limits

Fidelity Mutual Life has increased its non-medical limits, has included all married women among those eligible for non-medical, and has added term policies and term riders to the plans affected.

Men at ages 0 to 35 will be considered on the non-medical basis up to \$10,000, with not more than \$5,000 in any 12-month period. At ages 36 to 40 the limit is \$5,000, with not more than \$3,000 in any 12-month period.

At ages 0 to 35, women are eligible for \$5,000 non-medical. At ages 36 to 40 the limit is \$5,000, with not more than \$3,000 in any 12-month period. Married women, whether self-supporting or not, will now be eligible non-medically for the same amounts as single women.

Within each of the above age brackets a satisfactory medical examination, on which a standard policy is issued, automatically restores full non-medical limits.

Military Personnel Plan

Military personnel in the 35-and-under age bracket who are still on active duty will be considered on a non-medical basis for a total up to \$10,000 on the plans for which they are otherwise eligible.

Application for additional insurance up to \$10,000 may be submitted non-medically on any person age 0 to 35 who has been issued a standard policy as the result of a medical examination within the previous 12 months.

The plans which will be considered on a non-medical basis for ages 36 to 40 are the same as in the 0-to-35 age bracket, except that low rate life, five year renewable term, and automatic term-life plans are excluded.

Disability waiver will be issued to men ages 16 to 40 and, except in New York state, to single self-supporting women ages 20 to 40. Accidental death benefits will be issued to men and women, ages 16 to 40.

Minnesota Mutual Has New Family Income Policy

Minnesota Mutual Life is now issuing a convertible family income policy, which is a decreasing term plan designed to provide \$10 monthly per unit from date of death to the end of the period of coverage. The insured may elect to have the income commuted and paid in a lump sum or under one of the standard settlement options. The insured may also provide the beneficiary with the right to make similar elections. If the insured survives the period of coverage, the contract automatically terminates with no benefits.

This plan is issued at ages 20 through 55 and for any period of years of ten

Successful Sales Careers Demand Salable Contracts

By HATLER JOHNSON, General Agent

I came into the life insurance business entirely by chance and it was also by chance that Reliance was the company I chose.

In my twenty-six years with Reliance, I have many times been thankful for the lucky combination of circumstances that put me on the right track. It couldn't have worked out better if I had planned it this way.

I had never hoped to achieve the freedom, good income and downright satisfaction that I have found with Reliance. Whatever success I have enjoyed has been in a large measure due to my choice of the Reliance.

The best thing any company can do for its agents is to provide them with good contracts that have wide public acceptance.

Reliance "Perfect Protection" contracts, which combine life, accident and health insurance, are the most salable contracts I have ever seen.

As a matter of fact, "Perfect Protection" got me started, and it has kept me from being where a number of my contemporaries of 1923 are today—out of the life insurance business.



Hatler Johnson of Paintsville, Kentucky came with Reliance in 1923 and has been a consistently fine producer both in volume and quality of business. Not only is he a good personal producer, he has done a very excellent job in building an agency which now produces well over a million dollars in new business every year and is rapidly approaching the two million dollar mark.

RELIANCE LIFE
INSURANCE COMPANY OF PITTSBURGH



A Corsage — A Symbol of Fraternalism

One of the 5,328 camps or lodges of Royal Neighbors of America heard of an aged couple who had never had a corsage. As a friendly gesture the camp presented a beautiful corsage to the woman and a buttonhole bouquet to the man.

Thus a corsage became a symbol of the fraternalism provided by Royal Neighbors of America, a service that accompanies the legal reserve life insurance of the Society.

Unusual? Yes—but it is a typical example of the hundreds of acts of fellowship performed every day and month of the year by camps of Royal Neighbors of America for members and non-members alike.

ROYAL NEIGHBORS OF AMERICA

SUPREME OFFICE, ROCK ISLAND, ILLINOIS

LIFE AGENCY CHANGES

Huffstetler Named Great Southern Dallas Manager

Great Southern Life has appointed P. H. Huffstetler manager at Dallas.

Mr. Huffstetler was formerly Dallas manager for Reserve Loan Life. He entered life insurance in the late 1920s, becoming an agent for the former Peoria Life at Springfield, Ill. Before that he taught school.

In 1934 Mr. Huffstetler became a supervisor for Continental Casualty, serving at San Antonio and Laredo. After brief service as a field supervisor for Alliance Life, out of Chicago, he returned to Texas and in 1946 opened an agency for Reserve Loan Life at Dallas.

Mr. Huffstetler is an L.I.A.M.A. graduate. During the war he worked with the office of censorship. He graduated from Southern Illinois Normal University.



P. H. Huffstetler

district manager in charge of the life general agency.

Redpath Joins Josephson Agency of Conn. Mutual

Robert U. Redpath, Jr., life and qualifying member of the Million Dollar Round Table, and one of New York's most prominent life insurance agents, has joined the Halsey D. Josephson agency of Connecticut Mutual in New York City. Mr. Redpath was one of the agents featured in the recent "Fortune" article on million dollar producers.

While he will be an agent, Mr. Redpath will devote a portion of his time to the home office for consultation work in advanced underwriting. He will assist E. A. Starr, assistant superintendent of agencies, in the conduct of some of the advanced forums which the company provides annually for its field force, and will be available for home office consultation on sales promotional and conservation questions relating to the advanced fields. In the past few years, Connecticut Mutual has markedly increased its volume of business from those sources and it is expected that Mr. Redpath's broad experience will prove valuable to the company's agents throughout the country.

A graduate of Yale, Mr. Redpath entered the business with the McMillen agency of Northwestern Mutual in New York City in 1933 and in the next three years ran up production records of \$350,000, \$600,000 and \$875,000. He has served as vice-president of the New York City C.L.U. He has written many articles on employee benefit plans and delivered numerous talks on life insurance selling. He has been consultant and advisor on more than 100 employee benefit plans.

Service Office at Milwaukee

Harry A. Unke, cashier in the Victor M. Stamm agency of Northwestern Mutual Life at Milwaukee, has been appointed manager of a new policyholders' service office established by Willard L. Momsen and J. Lowell Craig and Dan A. Kaufman, the two new general agencies which succeeded Mr. Stamm on his retirement. Sales work of the two new agencies will be conducted from separate offices. Craig & Kaufman have opened offices at 1216 North Prospect avenue. Mr. Momsen is temporarily located at 721 East Mason street. Mr. Unke started with the Stamm agency in 1931 as special agent, later took over



R. U. Redpath, Jr.

conservation work and since 1935 has been office manager of the agency. He is a former president of Life Insurance Cashiers Assn. of Milwaukee.

Merrifield Home Office G. A. of Paul Revere Life

Everett J. Merrifield has been named home office general agent for Massachusetts Protective and Paul Revere Life at Worcester, Mass.

Mr. Merrifield, a field supervisor for the companies for the past two years, joined them in 1946. Previously he had been with Union Central Life at Springfield, Mass. He is a graduate of Northeastern University and is a navy veteran.

Opens Beloit, Wis., Office

Frank R. Hoener, Madison, Wis., general agent of Northwestern Mutual Life, has opened an office at Beloit, Wis., in charge of Bradley Tyrrell and Byron J. Crosse. Mr. Tyrrell, formerly in life insurance, resigned as vice-president of Beloit College last spring. He served for a time as acting president. Mr. Crosse, a graduate in 1949 of University of Wisconsin, where he majored in accounting and insurance, has for

two years been writing policies on students at Wisconsin in the Madison agency.

O'Brien Agency Ups Leslie

Robert L. Leslie has been appointed administrative vice-president of the O'Brien agency of Berkshire Life at Albany, N. Y.

After leaving Columbia University, Mr. Leslie joined the National City Co., working in Chicago, Buffalo and Albany. He managed its Albany and Chicago offices.

Mr. Leslie, a C.L.U., formerly was with the life department of the Albany office of Ter Bush & Powell, Schenectady. He is president of Life Insurance & Trust Council of eastern New York.



R. L. Leslie

New American H. & L. Lineup

The following agency managers of American Hospital & Life, have been promoted to district managers: Francis C. Sullivan, San Antonio; G. M. Parks,

Los Angeles G. A.



JAMES J. ROSTLER

The appointment of James J. Rostler as general agent of National Reserve Life of Topeka in Los Angeles was reported in a recent issue of THE NATIONAL UNDERWRITER. Mr. Rostler, who is president of National Insurance Underwriters agency, appointed Harry Loeb dis-

Did you know

THE CROWN LIFE
SERVES POLICYHOLDERS
WITHIN FIFTY-SEVEN
SEPARATE NATIONAL, STATE
AND PROVINCIAL
GOVERNMENTS

CROWN LIFE
INSURANCE COMPANY

Established
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The Crown Life is now licensed to operate
in Alaska—California—Hawaii—Idaho—
Indiana—Louisiana—Michigan—Minnesota—
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North Dakota—Ohio—Texas—Washington.

We're Looking...

FOR representatives in COLORADO and MICHIGAN to handle our complete line of life, accident and health, and group coverages. Exceptional opportunities for qualified men.

Address: The Agency Department

ATLAS LIFE INSURANCE COMPANY

TULSA, OKLAHOMA

JOHNSON D. HILL, President

Houston; H. C. Christopher, Dallas; Max A. Derden, Corpus Christi; S. D. Dean, Amarillo, and Harry Putnam, Memphis. Under this new arrangement, Ward McClure, R. D. Penney and T. G. McCreless of San Antonio, Ryan C. Flowers of Houston, R. P. McGrew and Jack Garrow of Dallas and Hart D. Green of Memphis will be associate managers.

Peterson, Retiring, Feted; Johnson to Michigan Post

Carl A. Peterson, general agent of the Equitable Life of Iowa at Grand Rapids since 1918, was honored at a farewell dinner marking his retirement. Earl E. Smith, vice-president, presented him a service scroll. He is being succeeded by Carl T. Johnson, former mayor of Cadillac and regional director for the company in the Cadillac area for a number of years.

Boston Mutual Names Two

Boston Mutual Life has promoted J. A. Alajajian to manager at Waltham, Mass. He has been assistant district manager at Cambridge. He succeeds H. G. Scampton who is retiring after 31 years with the company.

The company has also promoted F. J. McCabe to manager at Brockton, Mass. He has been assistant district manager

in Dorchester, Mass., and succeeds Joseph P. Derosier, who retires with 25 years' service.

G. J. Smith Mutual Benefit South Bend General Agent

George J. Smith has been named general agent at South Bend for Mutual Benefit Life. Mr. Smith joined the company in 1947 as an instructor in the agency management training program and one year later was named district manager at South Bend.

A graduate of Indiana University law school, Mr. Smith was a U. S. employment service regional supervisor at Washington from 1936 to 1944. He was later sales training supervisor for Schenley Distillers at New York City.

Prudential Opens Seattle Office

Prudential will open a new district office at Seattle.

Arthur W. Siggs has been appointed manager of the new district and Alfred F. Soderland manager of the Seattle district. Mr. Siggs joined Prudential in 1935, was advanced to assistant manager in 1939 and in 1948 was promoted to assistant regional manager. Mr. Soderland joined the company as an agent in 1937 and was promoted to assistant manager in 1939.

COMPANY MEN

United Air Lines Head on Mutual Benefit H. & A. Board

William A. Patterson, president of United Air Lines, has been elected a Mutual Benefit H. & A. director. He replaces George J. Cleary, who retired to accept the presidency of United Benefit Life, Mutual Benefit's affiliate. Mr. Patterson became president of United Air Lines in 1934. He entered the air transportation field in 1929.

Emmett Harris Heads Minn. Mutual Securities Division

Minnesota Mutual Life has promoted Emmett Harris, securities analyst, to head of the securities division and H. A. Olson, Jr., to assistant securities analyst.

Mr. Harris has been with the company since 1936 and succeeds J. W. Johnson, assistant treasurer, who resigned to become financial vice-president of Western States Life.

Mr. Olson joined the company in 1948. He is a University of Minnesota graduate and is now in his last year at St. Paul law school.

Dr. Hammond Appointed Asst. Medical Director

Security Mutual Life of Binghamton has appointed Dr. V. G. Hammond assistant medical director.

During the war Dr. Hammond served as executive assistant to the chief of medical service at Brooke General hospital, Fort Sam Houston, Tex. He was later assistant transport surgeon with the army transportation corps. He was a medical examiner in Susquehanna, Pa., prior to his transfer to the home office.

Dr. Hammond is a graduate of Syracuse University and Hahnemann Medical College of Philadelphia.

Hansch, Palmer Promoted by Mutual Benefit Life

August C. Hansch and H. Douglas Palmer of the agency department of Mutual Benefit Life are now sales service manager and agent training manager, respectively. Mr. Hansch was formerly assistant to John D. Brundage, who recently became regional supervisor. He has been with Mutual Benefit since 1947, when he left an advertising agency position to become assistant sales promotion manager. Mr. Palmer, formerly an agency assistant, joined the company in 1946 as an agent and later transferred to the home office in a training capacity.

Phila.-United Promotes Two

Philadelphia-United Life has appointed C. E. Cooper, Jr., as assistant secretary and Albert Ries, Jr., as assistant treasurer.

Mr. Cooper graduated from Temple university and went into insurance as an agent in 1945 after serving in the air force. He became field superintendent in 1946, home office representative in 1947, performing field duties in Pennsylvania and Maryland. Last year he became a director.

Mr. Ries, a navy veteran and an alumnus of University of Minnesota, is a director of the company.

Joins Commonwealth Board

William H. Abell of Ogden, Galphin & Abell, Louisville law firm, has been named a director of Commonwealth Life to succeed his late father, Dr. Irvin Abell, noted surgeon of Louisville, who recently died in Canada of a heart attack. The new director has been general counsel for the company since his return from military service.

Fireman's Fund Indemnity Conducting A. & H. Courses

Courses in A. & H. insurance, open to all agents, including life, are being conducted by Fireman's Fund Indemnity. Four have already been held at Seattle, Oakland, Denver and Chicago with attendance of more than 300. George W. Kemper, manager of the A. & H. department is conducting the classes.

Four more classes are now scheduled; Reno, Sept. 12-13; Portland, Ore., Sept. 26-28; San Diego, Oct. 25-28, and Albuquerque in November, the date to be set. The San Diego course is being sponsored by San Diego Assn. of Insurance Agents. Mr. Kemper will make a special talk on selling A. & H. at an association luncheon Oct. 28.

Would Avoid Penalizing Insured Under Elections

In addition to substituting "accidental bodily injuries" for "accidental means" and liberalizing the aviation provisions, recent A. & H. policy revisions to comply with the new edition of the Official Guide cover some of the points brought up in the minimum benefit discussions at N.A.I.C. committee meetings, according to J. F. Follmann, manager of Bureau of A. & H. Underwriters.

One new feature effects an improvement in the elective indemnity provision so that the policyholder can no longer jeopardize his position in making his elective choice. A policyholder is now given complete latitude so that regardless of his original choice he now receives what would ultimately have proved to be the larger amount under this benefit.

A similar change is made in the optional life indemnity provision. It provides that if the insured, after requesting weekly indemnity payments in lieu of fixed sums for loss of both hands, both feet, or sight of both eyes, shall die before receiving weekly indemnity for 200 weeks, the balance of such 200 weeks indemnity remaining unpaid at the time of his death shall be paid in one sum to the estate of insured. This avoids any election on the part of the insured eventually being his own detriment.

Still another added feature in many of the revised policies is the inclusion in the surgical coverage schedule of a provision for payment for all cutting operations whether listed in the schedule or not. Some companies have provided this coverage in the form of a fixed sum for such non-scheduled operations. Others have provided that such operations shall be paid for on a proportionate basis to those operations listed in the schedule. Difficulties have been occasioned with some of the insurance departments in trying to include this additional coverage and two departments have taken contrary and irreconcilable viewpoints. Because of this difficulty some companies have decided not to include this added coverage in their policies.

HOSPITALIZATION MANAGER

A progressive Casualty Company is entering the Accident & Health & Hospitalization field. They need a man to set up and manage the Hospitalization department. A man experienced in Accident & Health & Hospitalization will be able to make a good place for himself.

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64

LOOKS GOOD TO US

With over 400 million dollars of insurance in force, American United is about 64th in a list of over 500 insurance companies. Is that good? We think it is, because we have all the advantages size can give: a good distribution of risks, the ability to employ top-flight talent in the Home Office, the opportunity to take advantage of operating economies, a portfolio of investments large enough to be a factor in the market, without the problems of investing huge sums in a low-interest market. Yet, American United is small enough to be close to its agents and policyholders, small enough to know every tree in its forest.



AMERICAN UNITED LIFE INSURANCE COMPANY

HOME OFFICE, FALL CREEK PARKWAY AT MERIDIAN ST.

INDIANAPOLIS, INDIANA

Sales Ideas and Suggestions

Complete Insurance Salesman Often Compounded of Two or More Partners

The well-rounded insurance producer must possess such strenuous amounts of knowledge, experience, initiative, imagination, personal aggressiveness and charm, that it is amazing that there are so many competent salesmen. The insurance field has grown so complex and the requisites for successful sales careers so stiff that many producers have recognized the value of analyzing their own attributes, finding out where they are deficient and forming working partnerships with some other producer or producers who can supply the missing parts in the picture.

For example, there is a pair of brokers operating today in Chicago who have been very successful as a team. Alone they found they fell considerably short of success. One member of the team is possessed of dynamic personality, is a complete extrovert and has always got his head bubbling with new schemes, new methods and new reasons for selling insurance. Enough of his brain children have proved valid to make his originality a valuable asset.

This broker, however, lacks one important ingredient for success in his field. He is a man impatient of any detail, so impatient in fact that he will not take the time to acquire the necessary exact knowledge, nor to perform the minimum of paper work which is necessary in insurance selling. He deals with big wheeling plans, can convey the grand picture to his clients, but when it comes right down to specific policies and premiums and knowledge of technical niceties, this fellow would often fumble the ball—that is until he formed a working partnership with another broker.

Partner Not "Sales Type"

This other man lacked the personal charm and fire and originality of his partner and he recognized this fact. He was realistic enough to know that he was not "sales type." He was somewhat retiring and introverted by nature and neither impressive nor aggressive enough to win many clients.

On the other hand, this chap had an excellent mind, a retentive memory and a studious approach to insurance. He knew rates and coverages, read extensively in insurance technical and news publications. Each field of insurance presented a challenge to him and finally he reached the point where he was well versed in every field, including that of life insurance. It might sound as if this fellow would have done better in the home office or branch office of some insurance company. Well, he had been in this type of work and he wanted to get into sales because he felt the finan-

cial opportunities were greater there. He floundered in the selling field until he hit upon the idea of working in partnership with the broker first mentioned.

Now the two men complement one another. They make most of their calls together. The dynamic fellow gets his foot in the door, figuratively speaking, sparks the interest of the prospect and, when the time comes to get specific, or when technical questions arise, turns the floor over to his technically versed partner.

This is just one of the many instances in which insurance producers have found it profitable to work together to supply the missing parts in the jigsaw puzzle which, when put together, makes up the complete insurance salesman.

Cold Canvass Pays Off for Goldstandt

Seven hundred thousand of corporation and personal ordinary life insurance with annual premiums exceeding \$35,000 is a huge amount to sell under the most favorable condition, but that is what Milton A. Goldstandt of John Hancock at Chicago has just done on a cold canvass.

Mr. Goldstandt has been associated since 1940 with the Ferrel M. Bean agency in Chicago. He is a qualifying member of the Million Dollar Round Table with average annual paid sales of about \$3 million and so far this year has paid for over \$1 million.

The big case, on two lives, was buttoned up tight within 10 days after Mr. Goldstandt got the name of a wealthy and apparently healthy man from a friend. There was no suggestion that the man was interested in buying more life insurance, and the friend did not know him well enough to provide a letter of introduction that was worth while.

Mr. Goldstandt went in cold the next morning and met a very obstructive secretary who said if the call was about life insurance there was nothing doing. When all other approaches failed, he tried sarcasm which had the desired effect of sending the secretary in to her boss to have the salesman ejected. Instead, a two-minute interview was granted. This was 1½ minutes more than Mr. Goldstandt needed. The interview verbatim was:

Goldstandt—"My name is Goldstandt. I'm in the life insurance business. I came in to see you this morning for one purpose, and one purpose only, to sell you some life insurance. I am sure you are interested, aren't you?"

Prospect—"Well . . . yes."

Goldstandt—"Thank you, sir. Have you been examined recently?"

Prospect—"No. Not for about six months."

Goldstandt—"Well, I would like very much, as long as you have said that you are interested, to have our doctors examine you. If you are satisfactory physically, I will ask that you let me contact your attorney. I know that you are very busy, and I don't want to take up any more of your time than is necessary on a subject that may bore you, but which your attorney may understand, because that is his business."

Prospect—"All right . . . Fine . . . Send your doctors here in the morning at 10 o'clock."

Between then and the examination time, the prospect, a wealthy manufacturer who owned the controlling in-

terest in his firm, talked about the matter to his brother, who owned 47% of the stock. This resulted in the brother being examined and each readily bought \$150,000 of personal and \$200,000 of corporation life insurance.

Later Mr. Goldstandt was informed that four proposals from other life insurance men had been considered without much interest by the clients.

Mr. Goldstandt prefers to cold canvass, rarely sees his prospect before the first call, but he secures all the available information in advance. He has sold nearly \$70 million of life insurance, most of which has been on some of the outstanding business leaders of Chicago.

detail. Available on request are folders and booklets covering the new I.B.M. "cardatype," the new I.B.M. accounting machine with wheel printing, the card-programmed electronic calculator, the electronic statistical machine, a completely new card punch, the electronic collator, and the consecutive spacing time recorder.

New literature is also available on the I.B.M. electric executive typewriter, the I.B.M. service bureau, the improved accounting machine that prints three lines from one card and a general booklet on I.B.M. service.

Minehan Trust Council Speaker

Milwaukee Life Insurance & Trust Council will open its season Sept. 12, when William B. Minehan, assistant secretary of Northwestern Mutual Life, will speak on "Some Life Insurance Tax and Trust Problems That Keep Recurring."

IBM Issues Booklets on New Accounting Machines

In connection with its announcement of several new machines, International Business Machines Corp. has issued booklets describing them in considerable

POLICYHOLDERS' CHOICE

Polled by premium notice enclosure about their wishes for additional personal protection, 65% of replying Occidental policyholders express an interest in Accident and Sickness insurance. Here is a straw in the market wind.

Occidental agents fill this demand with liberal Accident and Sickness benefits wrapped up in the same package with the Life Insurance — under one premium billing. Again, more sales.

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Openings for experienced group men in Chicago, and others willing to travel, with old, fast-growing company; age 27-35 preferred; guaranteed liberal drawing account and commission; our men know about this ad. Give full details in first letter. Address V-77. The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

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DOUBLE FAMILY INCOME BENEFIT (\$20 monthly income per \$1000)	LOW TERM RATES on 1, 5, 10, 15-year and 5-Year Renewable Term Plans
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MORTGAGE REDEMPTION PLANS —geared to F.H.A.	UP TO \$200,000 SINGLE PREMIUM on Life, End. and Annuity Plans
FAMILY INCOME TO AGE 65 —also regular 10, 15 and 20-year F.I.B.	FOREIGN TRAVEL and RESIDENCE COVERAGE

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NEWS OF LIFE ASSOCIATIONS

Indiana Assn. Schedules Local Officers' Schools

The Indiana Life Underwriters Assn. will hold three training schools for local association officers during September. Meetings will be held Sept. 10 in Gary for the northern area and Vincennes for the southern. A meeting Sept. 24 at Anderson will be for 10 central Indiana associations.

Among those participating in the program of the schools will be J. R. Townsend, Sr., Equitable of Iowa, Indianapolis; E. A. Crane, Northwestern Mutual, Indianapolis; D. E. Quirey, Commonwealth, Evansville; Dan Flickinger, John Hancock, Indianapolis; Lloyd Paulin, Prudential, Anderson, and Oren Pritchard, Union Central, Indianapolis.

Ohio Assn. Chairmen Listed

C. E. Spencer, Penn Mutual, Toledo, president of the Ohio Life Underwriters Assn., has appointed committees headed by the following chairmen: L. F. Martin, Massachusetts Mutual, Toledo, public information; C. V. Anderson, Provident Mutual, Cincinnati, law and legislation; C. H. Emanuelson, Massachusetts Mutual, Columbus, speakers; F. B. White, Aetna, East Liverpool, finance and budget; W. B. Hoyer, John Hancock, Columbus, extension; Russell Cahall, Western & Southern, Dayton, education; J. N. Lambert, Great-West, Cleveland, membership; H. S. Stout, John Hancock, Dayton, state convention; D. M. Phipps, New England Mutual, Cleveland, sales caravan; Jack Stewart, Phoenix Mutual, Cleveland, Leaders Round Table; C. Wetherill, Union Central, Springfield, publicity and public relations; P. M. Smith, New England Mutual, "Bulletin"; R. H. Wessels, Metropolitan Life, Columbus, L. U. T. C.

The association will hold its annual meeting in Dayton May 5-6.

Endorse Marsh for Trustee

WASHINGTON—Although they have rules against endorsing candidates or instructing their representatives at national council meetings, the Richmond Life Underwriters Assn. and the Baltimore association have gone on record as endorsing John D. Marsh, Lincoln National Life, Washington, D. C., as a candidate for trustee of the National Assn. of Life Underwriters.

Other associations recently endorsing

Mr. Marsh are Pontiac, Mich., Alton, Ill., and Peoria.

D. C. Assn. Has 2 Speakers

At a special meeting the District of Columbia Life Underwriters Assn. heard Edmund L. G. Zalinski, managing director, Life Underwriter Training Council, speak on "How and Why of L.U.T.C." John J. Sutton, Guardian Life, hero of the Institute of Life Insurance film "For Some Must Watch," also talked.

Refresher Course at Boulder

DENVER—A refresher course for experienced agents is being held at Boulder, Col.

A. R. Jaqua, Southern Methodist University, is in charge of the program. The course is being jointly sponsored by the Denver Life Underwriters Assn. and S.M.U.

San Francisco—Charles Simmons of the Simmons Institute of Human Relations will address the association at its first fall meeting.

Camden, Ark.—J. W. Cooper, associate manager for Union Central Life at Little Rock and president of the Arkansas Life Underwriters Assn., outlined the activities of the state association and made a report on legislative activities.

Louisville—Oren D. Pritchard, Indianapolis manager of Union Central Life, will speak Sept. 9.

Lynchburg, Va.—W. F. S. Gresham, Jr., has been elected president to succeed Thomas M. Funk, who has been transferred to New York by his company.

Arthur E. Stump, Jr., was elected vice-president and E. B. Felty, second vice-president.

Find \$20,000 Shortage

Modern Woodmen discovered a shortage of between \$20,000 and \$30,000 in the accounts of an auditor.

Clarence Stegemann, for 26 years an auditor, admitted taking the fraternal's funds. He would pay the premium for about 90 days on a lapsed policy to make sure it wasn't renewed and would then submit a fake death claim. As auditor he would approve the payment, and a check would be issued and given to him to mail to the beneficiary. He would then deposit the check in one of five banks in which he had accounts.

Officials noted a sizable discrepancy in the auditor's accounts several weeks ago and then began watching his accounts closely, soon uncovering the embezzlement.

Participating and Non-Participating Contracts

GENERAL AGENCY OPPORTUNITIES
BROKERAGE BUSINESS ACCEPTED

GIRARD LIFE
INSURANCE COMPANY OF PHILADELPHIA
Opposite Independence Hall

Insurance Has Role in Social Services

(CONTINUED FROM PAGE 1)

doling out benefits with the other?

The speaker outlined extensively the New York temporary disability benefits legislation that becomes effective Jan. 1, 1950, and with benefits becoming payable commencing July 1, 1950. She expressed the belief that this type of law points the way for constructive handling of social insurance. The risk is essentially group A. & H. coverage. It is mandated coverage for employers of four or more with employees contributing to premium cost. Disassociation of the new program from unemployment compensation frees state administration of disability benefits from the purse-string controls that are exercised by the federal government over unemployment compensation administration.

Qualifying Private Plans

The most significant feature in the New York law, she said, is the statutory permission for qualifying private plans. Existing welfare plans may be continued during their effective terms. Employees and employers are given wide latitude to work out new welfare plans that are mutually acceptable. The role of government is much more limited than in Rhode Island, California and New Jersey. Essentially under the New York law, administration establishes minimum standards and polices performance. There is no unnecessary intrusion of government into employer-employee relationships nor does the New York law set up a bureaucratic agency of government to collect taxes and hand out benefits.

The manner in which the bill was drafted in New York, ironing out differences through conference and consultation between various groups, is almost as significant as is the bill itself, she declared.

To this law any future provision of medical care could be attached on an insurance basis without the slightest risk of socializing medicine. Under workmen's compensation in New York there is mandated provision of medical care, safeguarding free choice of physicians. Many existing and new disability benefit plans in New York already include or contemplate the provision of medical care benefits although the New York law does not require this provision except for on-the-job disability.

No Cause for Alarm

The fact that in the future there will be more, not less, social services including social insurance is no cause for alarm even on the part of conserva-

tives, she declared. Management and insurance, as well as labor have a duty to assist in formulating social service programs that are fundamentally sound. Social services having to do with health including social insurance to provide cash disability benefits and to distribute the cost of medical care can best be administered at the state level. A strong underpinning of safety education and public health services is essential to any program designed to provide disability benefits or pay for medical care.

There is no reason to believe that a government monopoly can best serve the insurance needs of these social services. Properly regulated private insurance already experienced in the field should be given the opportunity to prove whether it can adequately service the needs for social insurance.

Hold Interference to Minimum

If private insurance does the job and does the job well, then the role of government administration can be held to a minimum of interference in employer-employee relationships. However, if private insurance should prove unequal to the responsibility, the government will inevitably be required to understudy the role and, finally, to take it over.

All groups have an obligation of contributing toward good administration of social insurance. If the performance is less than the promise, dissatisfaction will ensue and this will result in increased tensions in employer-employee relations.

Advantages of Disclaimer Told

(CONTINUED FROM PAGE 5)

effect of the wife's disclaimer would be to make the policy payable as if the wife had not survived the insured. Without such provision, if for example, the settlement provided interest on the proceeds to the wife for life, with the proceeds at her death going to contingent beneficiaries, question might well be raised as to whether or not the wife's disclaimer would operate to accelerate the right of the contingent beneficiaries to receive principal. Such a question would arise whether or not the settlement contained a "spendthrift" clause.

If such clauses should be permissible, it would seem that marital deduction programs would achieve some additional flexibility, always a desirable quality, said Mr. Clapp. In instances, for example, where the wife would not wish to disclaim the entire amount passing to her under her husband's will, she might be quite willing to disclaim completely the proceeds of one or more policies of insurance. Such a complete disclaimer under one or more policies might be more advantageous, gift tax-wise, than a partial disclaimer under the will.

It would seem, therefore, that making available to the wife an opportunity of disclaiming policy proceeds after her husband's death would substantially increase the flexibility of insurance for marital deduction purposes and establish a useful area of maneuverability for the insured's estate and his surviving wife. Of course many factors other than taxes alone must be weighed before a decision to disclaim could be made, he observed.

Raymond D. Jewett, assistant secretary, who recently complete 50 years with Massachusetts Mutual, will retire before the end of the year.



A

Cliff McMillen Concept

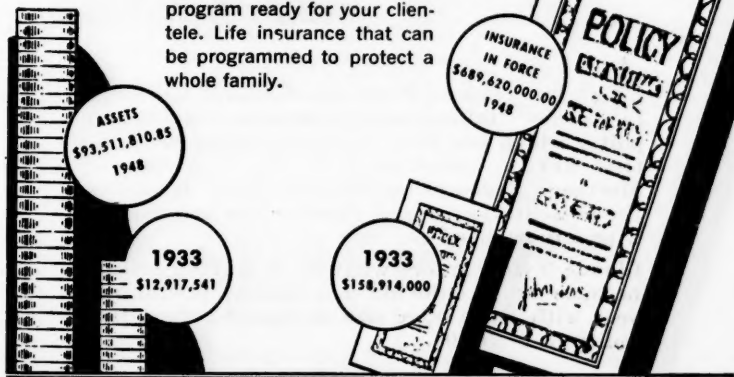
Most men I have known who are highly successful at directing their own affairs remained on their jobs at least five or six hours each day. They allowed no papers to lie on their desks day after day without settling the problems with which they treated.

Clifford L. McMillen
347 Madison Avenue
New York 17, New York

No. 34 of a series — No. 33 appeared last week

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Conservatives Gain in Union Activity

(CONTINUED FROM PAGE 3)

UOPWA has a strong hold, equalled only by its position in a number of smaller companies.

Numerous reasons have been advanced for the losses suffered by the UOPWA, of which the most severe was the Prudential defeat. Though some Prudential agents will continue their membership in the UOPWA, a great number of dues-paying members, each representing a contribution of \$30 a year, will be lost.

The basic cause for the decline of the UOPWA is said to be the agents' dislike for the Communist party line techniques, statements and actions of union officials. These have been so pronounced that UOPWA is held in disfavor by the national heads of the CIO. Some think that the UOPWA may be forced out of the CIO at the annual meeting in the fall. If so, it is said, the CIO may form another union to organize industrial agents and other white collar workers.

MUCK-RAKING TACTICS

Agents and others informed on UOPWA activities have long been curious as to the line of reasoning used by the union heads. In its pamphlets, publicity, and other activities, the UOPWA

branches far afield from the subject of maintaining and bettering its members' working conditions. It reiterates charges that insurance management uses its resources to make big business bigger and to squeeze the small man to the wall. It also charges the companies with discrimination against Negroes, the poor, etc.

It is difficult for some to see any connection between these charges and normal union activities. The United Steelworkers of America, CIO, for example, has not charged that the steel companies cheat the public, make poor steel, etc. Many feel that the UOPWA devotes more time to tearing down management than it does to building up agents.

Agents are also inclined to take lightly some of the claims made by the UOPWA as to the improvements it has made in agents' working conditions. This view is perhaps engendered in them by such statements as "Metropolitan had to establish a sanatorium at Mount MacGregor for the hundreds of agents driven to physical and nervous breakdown by production drives." This charge appears in a booklet entitled "Metropolitan Management vs. the Agents, the People, and Progress," published by the UOPWA. The union claims to have brought about the closing of the sanatorium, which was built by the company 40 years ago as a rest home for tubercular employees.

The UOPWA not only has harsh words for insurance companies, but it makes some equally critical statements about other unions. Insurance depart-

ments are not spared criticism. One story in a recent issue of the union newspaper said that the New York department, including Julius Sackman, head of its life bureau, is comprised of "stooges for Metropolitan Life."

Another factor which has disturbed some agents is that UOPWA is not exclusively an insurance union but has members in numerous lines of work including motion pictures, news distribution and other types of white-collar employment.

Killed by Camden Maniac

James J. Hutton, 46, of Westmont, N. J., an agent working out of the No. 1 district office of Prudential in Camden, was one of 12 persons killed by a maniacally insane war veteran on a shooting spree there. Mr. Hutton was with the company for eight years. As he started to leave a drug store, to learn what the noise was about, Howard B. Unruh, who was just entering the drug store, said to Mr. Hutton, according to his own story, "Sir, excuse me." When Mr. Hutton did not move fast enough he was shot through the head.

R. L. Breidenbach has been promoted to home office group representative for Aetna Life's de Forest agency at Buffalo. He formerly was home office group representative at Little Rock, Ark.

Arthur H. Eyles, III, formerly home office representative and manager of the insurance department of the Hawaiian Trust Co., has arrived at Los Angeles where he will participate in Prudential's group insurance operations.

H. Dean Hoff has been placed in charge of Prudential's agency activities at Idaho Falls. Before joining Prudential in 1934, Mr. Hoff was with Union Pacific railroad.

The annual inter-agency contest of Pacific Mutual Life is scheduled to start Sept. 26. Pairing of agencies for the contest will be announced later.

New York Life is lending to Belding Real Estate Corp., \$600,000 on 3½% first mortgage sinking fund bonds due 1964.

Regional Directors



J. Allen Creath



A. W. Warner

Pictured above are J. Allen Creath and A. W. Warner, whose appointments as regional directors at Memphis and San Antonio, respectively, by Franklin Life were recently reported in THE NATIONAL UNDERWRITER.



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41 Years of Satisfactory Service to our Policyholders.
MILLIONS PAID TO POLICYHOLDERS AND BENEFICIARIES
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Humphrey Agency Holds Meeting

The Humphrey agency of Aetna Life at Newark at its annual meeting had as a principal speaker D. P. Cavanaugh, associate general counsel of Aetna Life. He discussed business life insurance.

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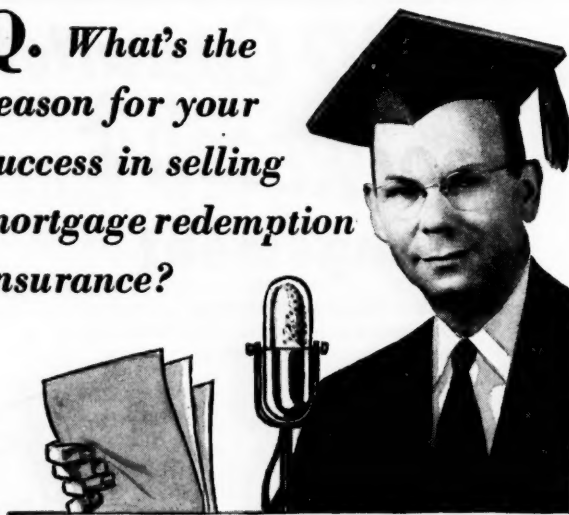
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ATLANTA

Meet "ANSWER-MAN" Tyson

An insurance man asks this question.

Q. What's the reason for your success in selling mortgage redemption insurance?



A. "Two reasons, Professor—General American Life's new 'tailor-made' mortgage redemption policy which has been especially designed to fill this need... and second, the easy-to-use Mortgage Redemption Proposal Card. It makes the presentation crystal clear for the homeowner with a mortgage."

Claude Tyson knows what he is talking about, because he is enjoying his biggest production year with an average size mortgage redemption policy of \$7,761.00.



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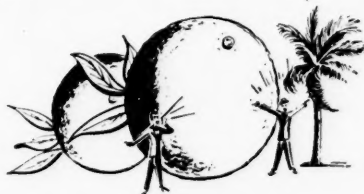
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"Biggest" ... "best" ... "smallest" ... "least" ...
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the over-all viewpoint ... throwing the composite
picture out of focus.

Complete appraisal of any life insurance
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The company's history, objectives, financial
position, policy provisions ... these and other
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An analysis of Fidelity will indicate a
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provide

- level-premium, limited payment life contracts, containing all the attractive features of Guardian's other policies;
- Guardian's regular choice of liberal settlement options, including the preferential life income option (e.g.—female beneficiary, age 65—\$5.88 per month per \$1000, ten years certain and life);
- premiums payable annually, semi-annually, quarterly or monthly;
- addition of Guardian's waiver of premium and \$10 per month per \$1000 disability income benefit, as well as accidental death benefit—(N.B.—Extra dividends are paid on policies with supplemental disability benefit agreements);
- addition of Family Income Agreements for 10, 15 or 20 years, or to age 65.

AND COMBINE LOW PREMIUM
WITH LOW NET COST!

Minimum amount issued—
either "PR-85" or "PR-70"

\$10,000

The
GUARDIAN
LIFE INSURANCE COMPANY
OF AMERICA

50 Union Square

New York 3, N. Y.

1949 Institute campaign stresses Life Insurance facts!

Also maintains strong public service approach..

● An energetic campaign on a completely new theme will be released in September by the Institute of Life Insurance on behalf of the life insurance companies and their agents.

The new series of advertisements was developed to meet three important objectives . . . all vital to our business.

The first objective is to give the FACTS about the business, in clear, persuasive language.

The second objective is to stress *your* contribution to the business. To get the most out of life insurance, millions of readers will be told, the services of a trained life insurance agent are essential. This will be emphasized again and again, in advertisement after advertisement.

The third objective is to reaffirm the fact that opportunity still exists in America for every citizen to better himself and his community . . . *by his own efforts!*

In supporting the traditional American "do-it-yourself" spirit, the campaign at once performs a service to the public and to our own business. For life insurance is closely tied to individual initiatives for both advancement and security. And the future of our country as we know it depends on reawakening and sustaining these initiatives!

Points up significance of the agent's service . . .

● Every "Fact Box" will bring home to people the importance of the life insurance agent's work.

Some of these featured boxes will be devoted entirely to the agent's part in making life insurance a service. In others,

such things as the need for policy reserves, how the life insurance business is supervised, and similar basic facts will be explained to the public.

Follow this campaign closely, use it where opportunity offers. Watch for it

in your newspaper—it's designed to work and work hard for you!

The Institute of Life Insurance
central source of information
60 East 42nd Street, New York 17, N. Y.

Meet Louis Karg — **Another**

"Do-it-yourself"

American



He's on his way up!

Louis A. Karg of Canton, Ohio, was a screw machine operator with ideas and ambitions, and the initiative to do something about them. He took courses in metallurgy on the side. He used his wits to invent a special gauging device for seamless tubing. Result? He won himself a job as machining service engineer at The Tunkin Roller Bearing Company. Today at 32, he's sales development engineer, a specialist in his field. He's on his way up . . . he did it on his own!

It's a Fact . . .

It's a fact that the affairs of the life insurance business are an "open book," because:

- Every life insurance company has to file a report every year in every state in which it is licensed to do business.
- These reports to the state authorities completely cover each company's insurance and financial operations. They are open to the public at any time.
- The state authorities also have the right to inquire into any of the company's affairs at any time. And in most states examinations of the company must be made at regular intervals. These examination reports, too, are open to public inspection.

The insurance commissioner at your state capital will welcome inquiries. Or an inquiry to your company or your agent will be gladly answered. See your life insurance agent. Getting information for you is one of the many ways he helps demonstrate that life insurance is a service!

The Institute of Life Insurance—central source of information—60 East 42nd Street, New York 17, N. Y.

★ **It's the American Spirit!**

YES, LOUIS KARG opened up a "new frontier" for himself . . . on his own Main Street! Like thousands of others, he has the traditional do-it-yourself spirit that finds opportunities in today's America—and makes the most of them.

In your own home town, you'll find another proof that most folks still believe in taking care of their own—on their own. It lies in the fact that 4 out of 5 American families are voluntary owners of life insurance. And through their life insurance they also help open up opportunities for

other Americans. For every year many of their life insurance dollars are invested in farms, industries, homes. This means more jobs and better living for everyone. And more security at lower cost for America's 78 million policyowners.

Because more people look to life insurance service every year, life insurance has grown to meet their needs. Today more than 150,000 trained agents and 584 separate life insurance companies compete aggressively and constantly to help Americans help themselves!

LIFE INSURANCE *Helping American Families to Help Themselves*

Another "Do-it-yourself" American!
Again and again, in 421 newspapers all over the country and in national farm magazines, messages like this will associate life insurance with in-

spiring true-to-life examples of individual American enterprise today. Millions of Americans—friends of our business—will be exposed to the impact of this timely new campaign.